



2011 Kilwins Fall Regional Meeting

Welcome Franchisees Regional Meetings Recap Webinar

**Please Dial
866-740-1260
Access Code: 7583923
Passcode: 4800**

"Sweet in every Sense since 1947"



Today's Webinar Agenda

- Welcome & Agenda – Tom Kollar
- Opening Remarks & Brand Experience
- Style Guide Update – Ron Brunette
- Brand Planning Calendar 2012 – Ron Brunette & Jeff Hall
- “My Kilwins Club” – Jeff Hall
- Franchise Relations / Store Support Update – Tom Kollar
- Distribution Discounts – Joe Audia
- Packaging Update – Ron Brunette



Brand Activation

Kilwins
"Sweet in every sense since 1947"

"Sweet in every Sense since 1947"

SIGHT, SMELL, TOUCH

Kilwins makes products that everyone can love. Positive feelings of retreat, relaxation, nostalgia and a celebration of life in America are experienced when you enjoy our wonderful confections.

Kilwins product appeals to all **five sensory pleasures** associated with chocolate, fudge and ice cream.

Everywhere the eye can **see**, our stores warm and enchant. Kilwins is a feast for the eyes.

The sense of **smell** makes the deepest imprint on human memory. Alluring aromas are sweetly enjoyed.

You **hear** the sounds of delight and laughter over the clicks and scrapes of an artisan, crafting fudge on marble. That's the sweet sound of yesteryear, experienced today.

The Kilwins **taste** passes the test of time - delicious quality in every bite.

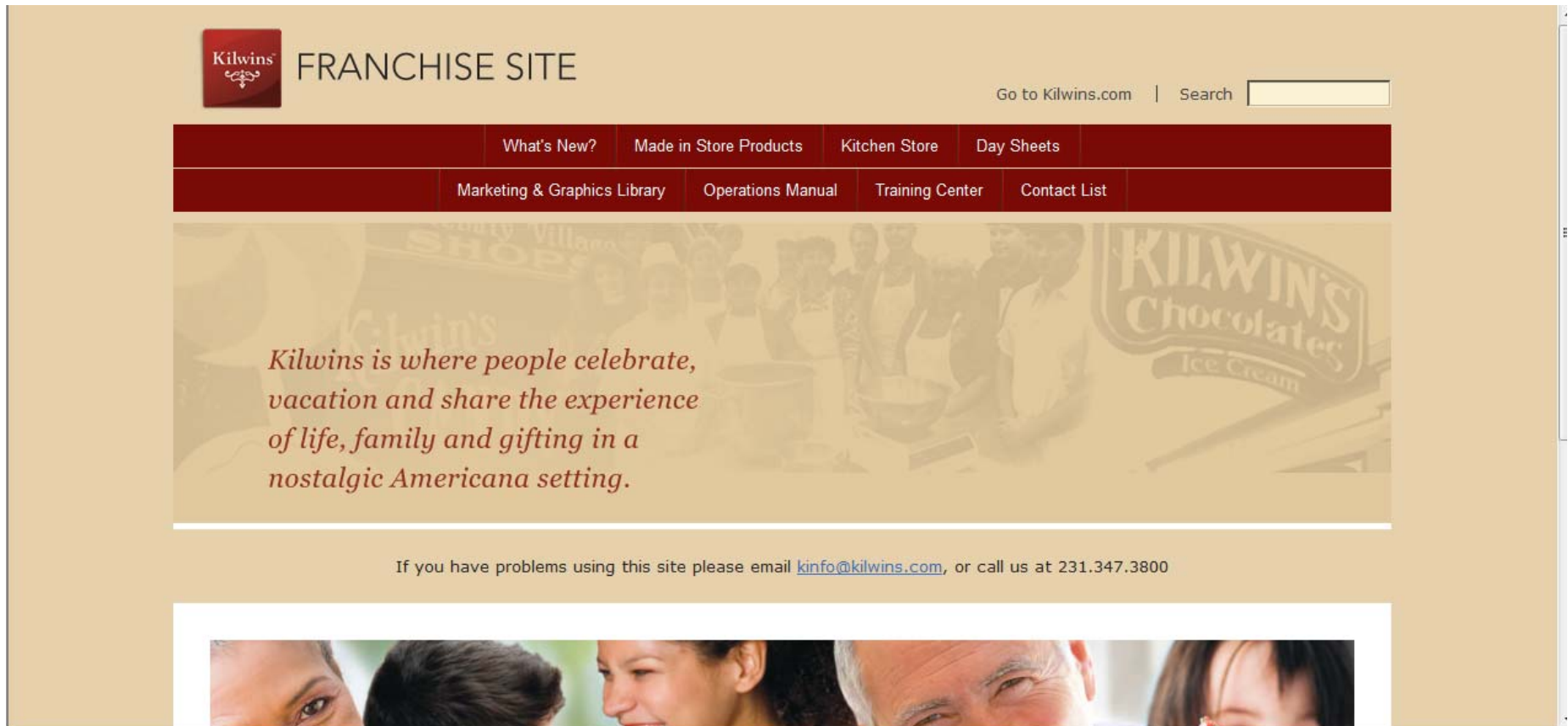
The pleasure as you **touch** a freshly made waffle cone or reach for our delicious Mackinac Island fudge connects our products to the sense of touch.

"Sweet in every Sense since 1947"



Brand Activation

New Franchise Site



"Sweet in every Sense since 1947"



Brand Activation

Marketing and Graphics Library

The screenshot shows the Kilwins Franchise Site. At the top left is the Kilwins logo. To its right is the text "FRANCHISE SITE". Further right is a link "Go to Kilwins.com" and a search bar. Below this is a navigation bar with several tabs: "What's New?", "Made in Store Products", "Kitchen Store", "Day Sheets", "Marketing & Graphics Library" (which is highlighted), "Operations Manual", "Training Center", and "Contact List". On the left side of the main content area is a sidebar menu with links: "Daily Specials", "Seasonal Promotions", "Product Images", "Kilwins Logos & Usage", "Graphics", "Resources", "Store Design", and "Videos". The main content area has three tabs: "View" (selected), "Edit", and "Revisions". Below the tabs is a quote: "Kilwins is where people celebrate, vacation and share the experience of life, family and gifting in a nostalgic Americana setting." Below the quote is a heading "Welcome to the Kilwins Marketing & Graphics Library" and a subheading "Coming Soon! Watch for more info on:". Under the subheading is a bullet point: "• Fall Harvest Gather Up & Enjoy". To the right of the text is a large image of various chocolates and candies, with a small Kilwins logo in the bottom right corner of the image.

Kilwins™

FRANCHISE SITE

Go to Kilwins.com | Search

What's New? Made in Store Products Kitchen Store Day Sheets

Marketing & Graphics Library Operations Manual Training Center Contact List

Daily Specials

Seasonal Promotions

Product Images

Kilwins Logos & Usage

Graphics

Resources

Store Design

Videos

View Edit Revisions

Kilwins is where people celebrate, vacation and share the experience of life, family and gifting in a nostalgic Americana setting.

Welcome to the Kilwins Marketing & Graphics Library

Coming Soon! Watch for more info on:

- Fall Harvest Gather Up & Enjoy

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Brand Activation

Kilwins Global Website



"Sweet in every Sense since 1947"



Brand Activation

Store Web Pages

Kilwins St. Joseph

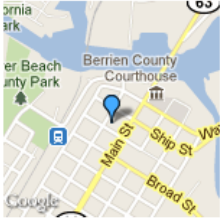
[View](#) [Edit](#) [Revisions](#)

- About Our Store
- In-Store Specials
- Events & Promotions
- Photo Gallery



[Welcome to Kilwins in St. Joseph, Michigan](#)

St. Joseph, Michigan is a quaint and beautiful small town that sits on a tree lined bluff that overlooks Lake Michigan and the mouth of the St. Joseph River. When you walk on our many beautiful beaches along the shoreline of Lake Michigan it is like being in Hilton Head, South Carolina walking along the ocean. When you go to the downtown area, you have the horse drawn wagon and self-pedal surreys that are allowed to travel on the downtown brick street which give you the ambience of Mackinac Island. Charleston



Address:
217 State St.
St. Joseph, MI 49085
[GET DIRECTIONS »](#)

Phone:
269-982-1330

Hours:
Mon-Fri: 10am- 10pm
Sat: 10am - 10pm
Sun: 12pm - 10pm

Store Owner:
Phil & Janet Dykstra

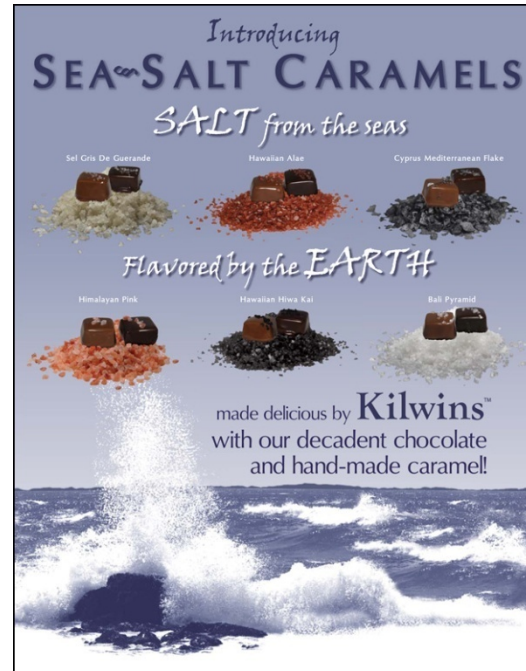
Email:
[Email this store](#)

"Sweet in every Sense since 1947"



Brand Activation

Seasonal and Promotional Collateral



"Sweet in every Sense since 1947"



Brand Activation

Facebook Pages

facebook

Search

Jeff Hall Find Friends Home

Gettysburg Kilwins Chocolates, Fudge and Ice Cream
Local Business · Gettysburg, Pennsylvania

Create a Page

You and Gettysburg Kilwins Chocolates, Fudge and Ice Cream

Like Kilwins

Recommendations (4) See All

Pam Plummer I Love Gettysburg Kilwins! Chocolate, Fudge, Ice Cream -----Can we talk indispen...See More
3

Debra Levesque Arnesano Debra Levesque Arnesano : Definitely jealous at this very moment. Although I do...See More
1

Write a recommendation...

People You May Know See All

Las Olas Kilwin's
3 mutual friends
Add Friend

Jody Schofield Werner Chat (1)

Wall

Info

Friend Activity

Photos

About

Locally owned Franchise

87 like this

1 talking about this

41 were here

Likes See All

Adams County

Wall

Gettysburg Kilwins Chocol... · Everyone (Most Recent)

Share: Post Photo Link Video

Write something...

Gettysburg Kilwins Chocolates, Fudge and Ice Cream
Our hours are changing slightly.....we will still be open until 9pm Sunday through Thursday.....and will now be staying open until 10pm on Fridays and Saturdays.
Like · Comment · Share · 21 hours ago

Gettysburg Kilwins Chocolates, Fudge and Ice Cream
Gettysburg College Homecoming this weekend! What's your Alma Mater? (Did we spell that right?)
Like · Comment · Share · October 14 at 11:49am

RECENT ACTIVITY

Gettysburg Kilwins Chocolates, Fudge and Ice Cream changed their Hours.

Gettysburg Kilwins Chocolates, Fudge and Ice Cream

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2011 Kilwins Fall Regional Meeting

Style Guide Update

"Sweet in every Sense since 1947"



NEW CONCEPT STORES & IN-STORE UPDATES

"Sweet in every Sense since 1947"



Kilwins Style Guide



Contents		
Kilwins: Then & Now Store Look and Feel Store Exterior Philosophy Facades & Finishes Signage Awnings Windows Lighting Store Interior Philosophy Materials Paint Wallpaper Ceiling Color Trim Flooring Ceiling Lighting & Fans General Pendants Ceiling Clouds Candles	Fixtures Philosophy Floor Fixtures Tables & Fixtures Chairs & Overlays Sign Holders Counters Candeliers Ice Cream & Coffee Chocolate Area Baking Wall Units & Shelving Seating Fixtures Branding & Usage Philosophy Kilwins Logo Usage & Rules Business Cards & Stationery Flyers & Coupons Gift Cards Interior Graphics Promotional Franchise Family Elements Gift Card Elements Menu Board & Orders Candles Seasonal Displays Promotional Displays	Packaging Philosophy Collections Labels Wrapping Paper Visual Merchandising Merchandising Zone Philosophy Non-edible Merchandise Plants Trees Baskets Glassware, Spoons, Scoops Fronts Bags Seasonal Décor Uniforms Miscellaneous Displays Cases Hand Baskets

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Kilwins Style Guide

Store Interior

Philosophy

Materials

Paint
Wallpaper
Using Color
Trim
Flooring
Ceiling

Philosophy:

Kilwins custom paint and wallpaper finishes are designed to:

- Coordinate with each other for maximum flexibility to allow for regional and architectural differences while maintaining a Kilwins Branded look.
- Work with current and new marketing, uniform and packaging programs for a branded store "look and feel".
- Allow for a quality renovation with allowances for customer and associate wear and tear.
- Provide for a "bridge" between new and existing concept designs.
- Specify budget-conscious, high-quality materials like industrial vinyl heavy-mil wallpaper and Sherwin Williams paint.

Paint

The wall, ceiling and trim color scheme includes five ACCENT COLORS, three NEUTRAL COLORS, our "HERITAGE" LOGO COLOR, burgundy, and two VINYL WALLPAPERS.

Please use only Sherwin Williams paints.

Accent Colors



SW 6016 denim
SW 6002 daffodil
SW 6021 incentive orange
SW 6033 lime rickey
SW 6141 cyclamen

Neutral Colors



SW 7014 beige
SW 7005 extra white
SW 7020 chocolate brown
SW 1438 heritage burgundy

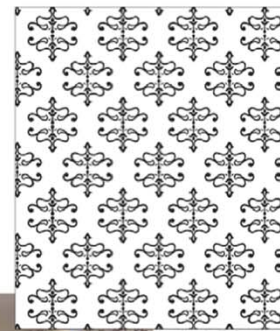
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Kilwins Style Guide

Vinyl Wallpaper

Black and white filigree wallpaper, large scale.
Tan (Bagel) and white filigree wallpaper, small scale.



Using Color

Periwinkle Blue is warm, playful, cheery, and

This paint color is a vivid blue, but has enough red within the tone to maintain warmth. It pairs well with Bagel Tan, or Extra White, or True Black & Extra White small scale wallpaper or Bagel & Extra White large scale filigree wallpaper as an accent color, and uses the Extra White as trim. It also pairs well with Cyclamen Raspberry for a Victorian look, especially with dark woodwork or exposed brick. Used with Lime Rickey, it presents as Mid-Century Modern, again with the Extra White as trim, making it look very crisp. This color works well with a black and white tile floor, or light wood floor. Periwinkle works with any of the other accent colors, or either wallpaper. This color is used as the basis for our Sea Salt Caramel packaging and calendar, and as an accent Father's Day color.

Cyclamen Raspberry is a pink with supple warmth

This paint color has an "old world" feel, and creates a Victorian look, pairing very well with dark woodwork, high ceilings and architectural elements like an exposed brick wall, tin or copper ceilings, or wood floors, or darker ceiling fans and gas lamps. It works as an accent against Bagel, or with the Bagel and White filigree small scale wallpaper. It also works as an accent with Periwinkle, for a very strong stone look. Chocolate looks great against this color. Cyclamen works with Inverness Orange and Daffodil Yellow for a very strong "Southwestern" look in the right location, but cannot be paired with Lime Rickey Green. This color is used for Mother's Day. Great floors with this color include white or black and white tile, or dark and light wood.

Lime Rickey Green (A soft, bright lime)

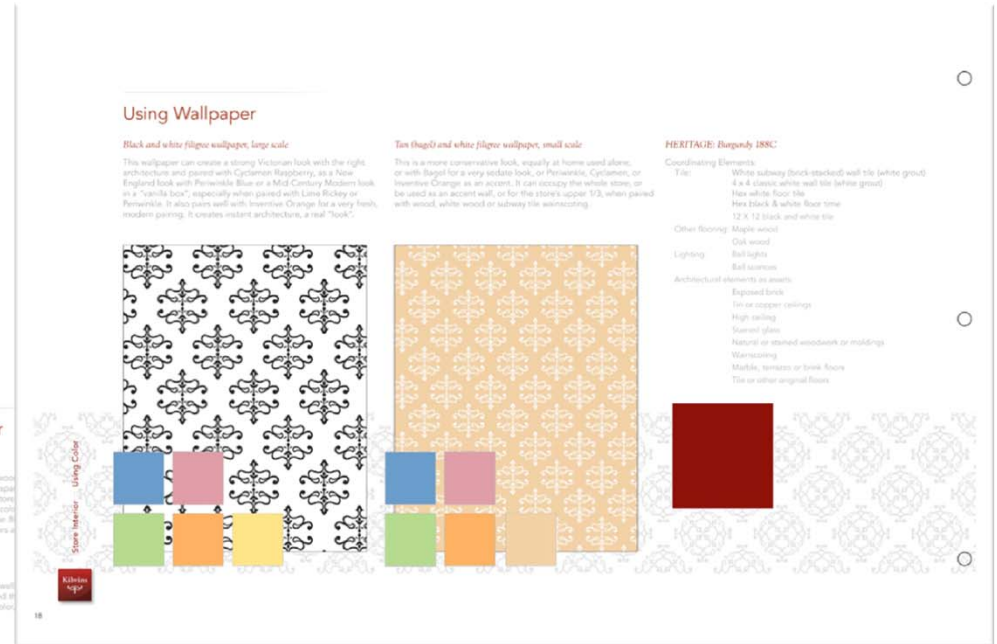
This paint color looks great as an accent to the Extra White, and also uses the Extra White as trim. Alone with the white, or paired with Periwinkle for a Mid-Century Modern look, especially with the Black and White wallpaper, it also takes on a tropical look when paired with Daffodil, or Inverness Orange, and works well with dark or light ceiling fans. Lime Rickey can be toned down when used as an accent color with Bagel, or as an accent with either wallpaper, but cannot be paired with Cyclamen. Chocolate looks great against this color, as do made-in-store products. Great floors for this color include white or black and white tile, or light wood. Light or white fixtures look best with this color. This color will be used for Easter and Summer promotions.



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Kilwins Style Guide



"Sweet in every Sense since 1947"



Petoskey, MI



"Sweet in every Sense since 1947"



Petoskey, MI



"Sweet in every Sense since 1947"



Petoskey, MI



"Sweet in every Sense since 1947"



Petoskey, MI



"Sweet in every Sense since 1947"



Petoskey, MI



"Sweet in every Sense since 1947"



Petoskey, MI



"Sweet in every Sense since 1947"



Key West, FL



"Sweet in every Sense since 1947"



Key West, FL



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Wyckoff, NJ



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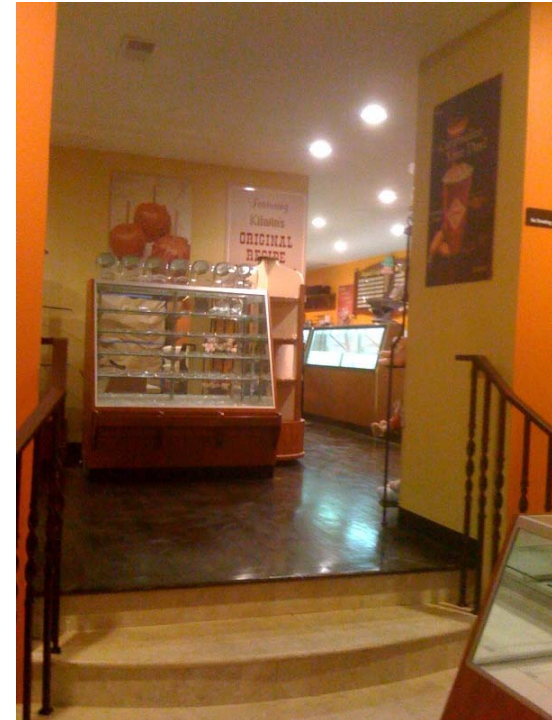
Holland, MI



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Chicago, IL



"Sweet in every Sense since 1947"



Ft. Lauderdale, FL



"Sweet in every Sense since 1947"



Rehoboth Beach, DE



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Updated Stores



Gatlinburg



Gettysburg



Panama City

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Brand Planning Calendar

2012						
January						
Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				
February						
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March						
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31						
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29	30					
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31						
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30						
July						
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29	30	31				
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24	25	26	27	28	29	30
31						
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30						
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20	21	22	23	24	25	26
27	28	29	30	31		
November						
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					1	2
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17	18	19	20	21	22	23
24	25	26	27	28	29	30
December						
Su	M	Tu	W	Th	F	Sa
						1
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

The Next 18 Months

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Brand Planning Calendar

- **Build Awareness To Brand**
- **Grow Store Sales and Profitability**
- **Connect & Build Relationships With Customers**
- **Build a Cadence For Seasonal Promotions**



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Brand Planning Calendar

Calendar Activation Model

- Seasons
- Holidays
- Events
- Customer Emotion
 - Frequency
 - Relationships
 - Unique / Wow Factor
 - Scarcity OK
 - Solutions

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Calendar Activation Model

Season/Holidays/Events

- Products
- Marketing Package
- Digital Plan
- Training



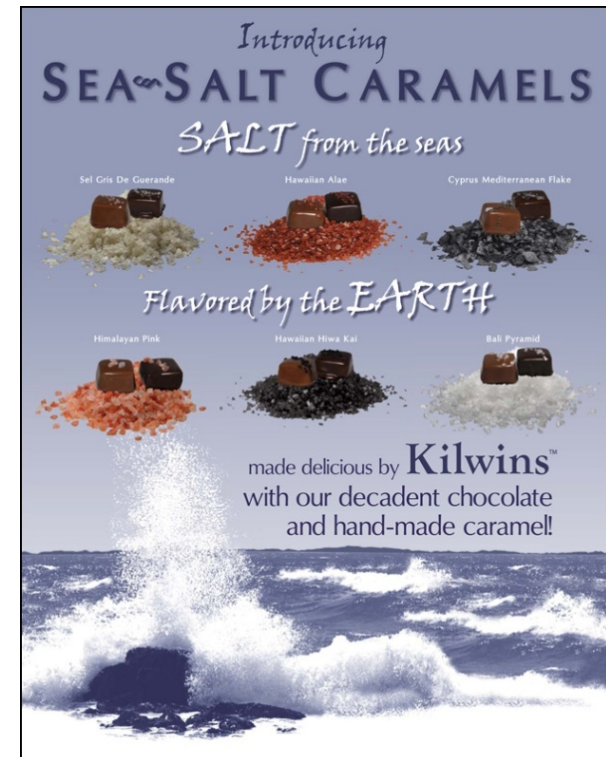
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Calendar Activation Model

Event = Sea-Salt Product Introduction Launch

- Product
- Marketing and Collateral Package
 - Displays, Graphics, Coupons
- Digital Plan
 - On-line
 - Facebook
 - eBlasts
- Training
 - Webinar Series



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Brand Planning Calendar

Spring 2012

- **Valentine's Day**
- **St. Patrick's Day**
- **Easter**
- **Administrative Assistant Day**
- **Mother's Day**



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Brand Planning Calendar

Summer 2012

- **Americana Summer Fun**
- **Father's Day**
- **Graduation**
- **Weddings / Parties**



Brand Planning Calendar

Fall 2012

- **Fall Harvest Theme**
- **Halloween**
- College Care Package
- Hunting/Football/World Series Themes
- Grandparents Day
- Bosses/Sweetest/Veterans Day
- **Thanksgiving**



Brand Planning Calendar

Holiday 2012

- **Christmas**
 - Nutcracker Theme



Announcing My Kilwins Club!

MY • KILWINS • CLUB

Make Kilwins YOURS by joining the MY KILWINS CLUB today!



YOU • RECEIVE

As a **My Kilwins Club Member** you receive...

- ◆ exclusive Kilwins discounts, terrific offers and specials.
- ◆ VIP announcements and introductions to great new products.
- ◆ seasonal and special events, and special offers.

YOU • SHARE

As a **My Kilwins Club Member** you can share with friends and family.

- ◆ Share our seasonal and special events and special offers.
- ◆ Take Kilwins with you anywhere with your My Kilwins Club account at our web store.
- ◆ Visit us on various social media sites.

Sign up today!

- ◆ In the store
- ◆ Online at www.kilwins.com
- ◆ Use the QR code below



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My Kilwins Club

- Brand Experience
- Promote “My Kilwins”
- Build the Customer Base
- Sign-up and Club Activation
- Store Reverse Royalty Program



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My Kilwins Club

Club Sign-Up

- Via Website
 - 10-15/day
- In-Store
 - Form
- QR Code



Content management Site building Site configuration Store administration User management Help

MY KILWINS CLUB

As a club member you receive:

- Exclusive Kilwins discounts, offers and specials
- VIP announcements on new products
- Seasonal and special event offers

Make Kilwins YOURS by joining the MY KILWINS CLUB today!

Name:

Email:

Address:

City:

State:

Zip:

My Favorite Kilwins Store:

My Birthday:

“My Favorite Kilwins”

My ♦ Kilwins ♦ Club
Sign up Form

Name:

Email Address:

Address:

Phone:

My favorite Kilwins store is:

My birth month: My anniversary m o/day:

☐ Yes, please send me information about Kilwins products and offers.

Kilwins will not disclose or sell your contact information to any other entity. All information is kept strictly confidential.



My Kilwins Club

Club Activation

- Current Membership (1522)
 - ***MUST*** have valid email address (required)
 - Option to Select “**My Favorite Kilwins Store**”
 - In Store via form (consider offering weekly \$25.00 drawing)
 - Web Site (historically 10-15 per day)
- eBlast Marketing Campaigns
 - Welcome to the “My Kilwins Club”
 - Don’ t Let Go Of Summer (10% off)
 - Sea-Salt Caramels (\$1.00 Off 12 piece assortment)
 - eBlast for Miami Beach Sea-Salt Caramels



My Kilwins Club

Reverse Royalty Program*

- 5% Reverse Royalty Paid to Stores For “My Favorite Kilwins” Online Store Royalty Sales
- KCF Fulfills All Orders
- 1% Monthly Contribution to Marketing Fund Paid By Kilwins Online
- My Kilwins Club “Kick-Off” Incentive Program**

*We may change the Reverse Royalty Program and Policy in the future

**Incentive program runs from November 1, 2011 – December 31, 2012

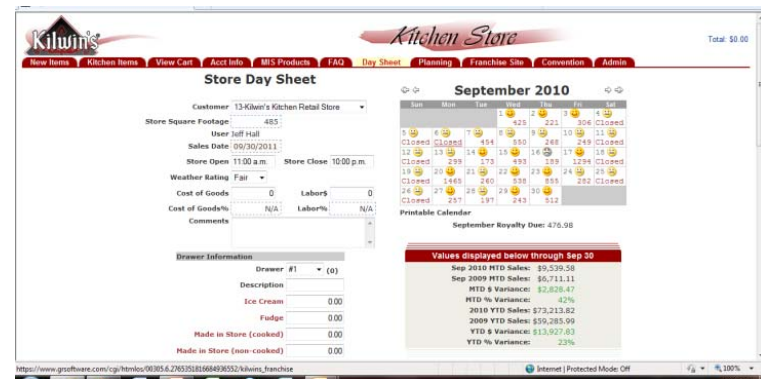
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My Kilwins Club

Reverse Royalty Program

- 5% Reverse Royalty Paid on Online Sales less discounts, shipping, gift cards, taxes, returns
- Determined By Valid Customer email Address **and** “My Favorite Kilwins” Store Selection
- Tracked Via Day Sheet Application on Franchise Site
- Reverse Royalty Checks Cut Quarterly



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My Kilwins Club Reverse Royalty

Drawer	#1	(1)
Description		
Ice Cream		0.00
Fudge		0.00
Made in Store (cooked)		0.00
Made in Store (non-cooked)		0.00
Chocolates		0.00
Beverages		0.00
Beverages Non-Taxable		0.00
Baskets		0.00
Gifts		0.00
Discount 1		0.00
Discount 2		0.00
Discount 3		0.00
Total Royalty Sales		0.00
Shipping		0.00
Deposits Received		0.00
Deposits Applied		0.00
Gift Cards Sold		0.00
Sales Tax 1		0.00
Sales Tax 2		0.00

Values displayed below through Oct 20

Oct 2011 MTD Sales: \$16,763.17
Oct 2010 MTD Sales: \$0.00
MTD \$ Variance: \$16,763.17
MTD % Variance: N/A
2011 YTD Sales: \$16,763.17
2010 YTD Sales: \$0.00
YTD \$ Variance: \$16,763.17
YTD % Variance: N/A

My Kilwins Club Reverse Royalties thru Oct 20

October 2011 MTD Reverse Royalty: 79.85
YTD 2011 Reverse Royalty: 81.64

October Royalty Report
2011 Monthly Summary
October Sales Summary
October Drawer Detail
Sales By Period
Sales Budget Entry
Daily Metrics Report

Internet | Protected Mode: Off

Reverse Royalty
Tracking

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My Kilwins Club Reverse Royalty

- New Items
- Kitchen Items
- View Cart
- Acct Info
- MIS Products
- FAQ
- Day Sheet
- Planning
- Franchise Site
- Convention
- Admin

Back

Reverse Royalty Report

Begin Date: 10/01/2011

End Date: 10/20/2011

Order▲	Date	Order Amt	Qualified Amt	Percent	Royalty Amt
311	10/01/2011	34.00	25.50	5.00	1.28
312	10/02/2011	120.96	66.98	5.00	3.35
313	10/02/2011	28.99	23.74	5.00	1.19
314	10/02/2011	25.50	17.00	5.00	0.85
319	10/03/2011	25.98	12.99	5.00	0.65
320	10/03/2011	42.50	25.50	5.00	1.28
321	10/04/2011	59.98	35.99	5.00	1.80
322	10/04/2011	572.80	286.40	5.00	14.32
323	10/04/2011	572.80	0.00	5.00	0.00
324	10/05/2011	25.50	17.00	5.00	0.85
325	10/05/2011	45.49	34.99	5.00	1.75
327	10/06/2011	53.94	26.97	5.00	1.35
328	10/06/2011	59.50	29.75	5.00	1.49
329	10/06/2011	54.25	37.25	5.00	1.86
330	10/06/2011	38.50	30.00	5.00	1.50
331	10/07/2011	47.00	30.00	5.00	1.50
332	10/07/2011	74.85	24.95	5.00	1.25

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My Kilwins Club

2012 “Kick-Off” Incentive Program*

emails**

Reverse Royalty

Up to 2000

5%

2000+

7%

3000+

10%

4000+

15%

5000+

20%

***Program runs November 1, 2011 – December 31, 2012**

****Must be unique valid email address selecting your store as My Favorite Store, opting into club, calculated monthly**

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My Kilwins Club

Standard Reverse Royalty

Store Supplies 5000 emails**

Reverse Royalty = 5%

Assume 13 orders/mo

Avg on-line order = \$25.62

Monthly Payout = **\$16.65**

Annual Payout = **\$199.84**

*Incentive Program runs November 1, 2011 – December 31, 2012

**Must be valid unique email address, selecting your store as My Favorite Kilwins store



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My Kilwins Club

Reverse Royalty Incentive*

Store Supplies 5000 emails**

Reverse Royalty = 20%

Assume 13 orders/mo

Avg on-line order = \$25.62

Monthly Payout = **\$66.61**

Annual Payout = **\$799.34**

*Incentive Program runs November 1, 2011 – December 31, 2012

**Must be valid unique email address, selecting your store as My Favorite Kilwins store



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My Kilwins Club!

MY • KILWINS • CLUB

Make Kilwins YOURS by joining the MY KILWINS CLUB today!



YOU • RECEIVE

As a **My Kilwins Club Member** you receive...

- ◆ exclusive Kilwins discounts, terrific offers and specials.
- ◆ VIP announcements and introductions to great new products.
- ◆ seasonal and special events, and special offers.

YOU • SHARE

As a **My Kilwins Club Member** you can share with friends and family.

- ◆ Share our seasonal and special events and special offers.
- ◆ Take Kilwins with you anywhere with your My Kilwins Club account at our web store.
- ◆ Visit us on various social media sites.

Sign up today!

- ◆ In the store
- ◆ Online at www.kilwins.com
- ◆ Use the QR code below



"Sweet in every Sense since 1947"



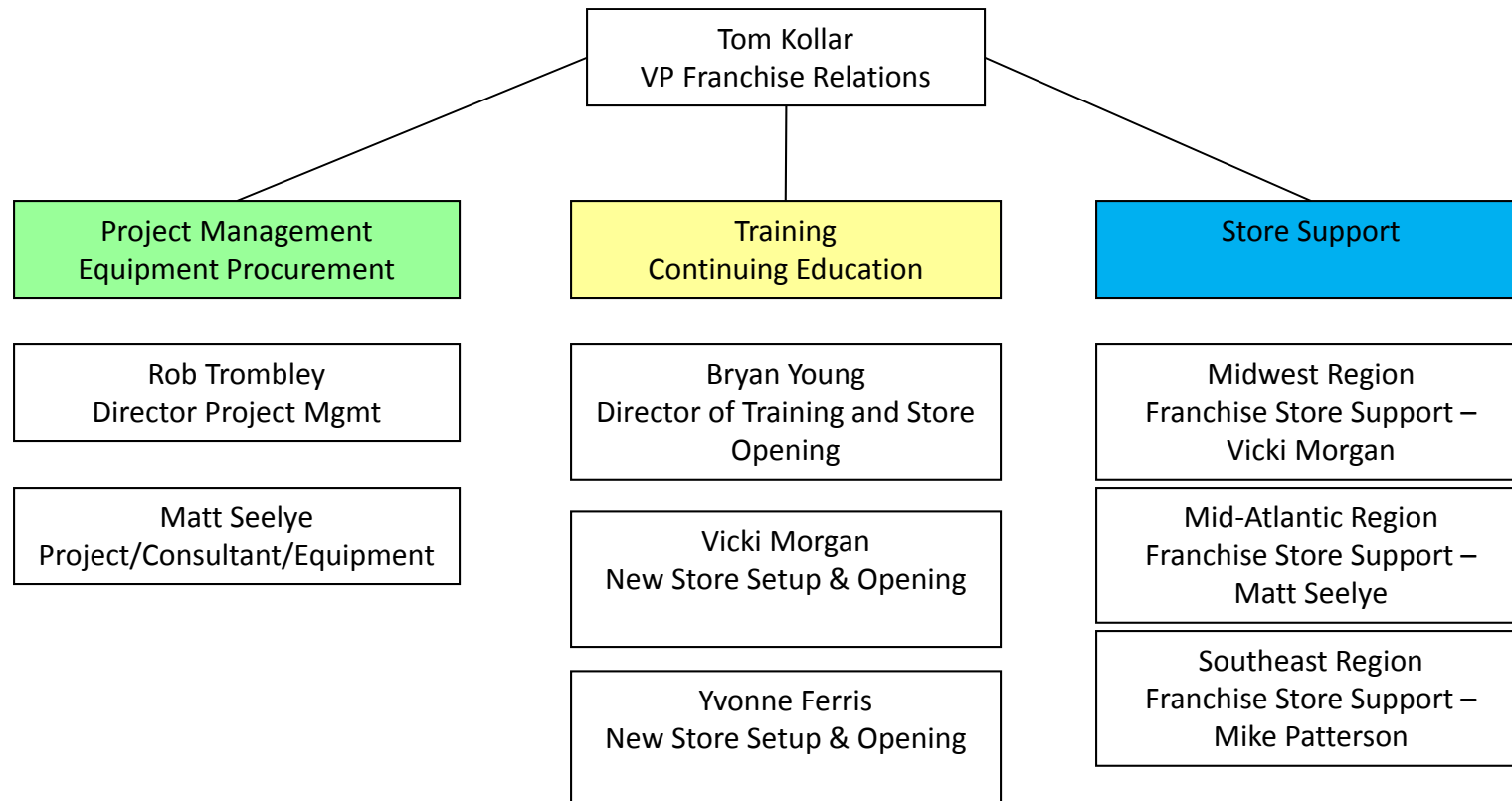
2011 Kilwins Fall Regional Meeting

Franchise Relations & Store Support

"Sweet in every Sense since 1947"



Franchise Relations Team



"Sweet in every Sense since 1947"



Franchise Relations and Store Support

Objectives:

- To support franchisees in achieving sales growth and profit.
- To build stronger relationships between the franchise relations team and store teams.
- To enhance two way communication between franchise relations team and store teams.
- To deliver operations standards and maintain store alignment with Kilwins Brand Objectives.
- To Celebrate Success and Reward Performance



Store Support

Stores

- Store Visits
 - Regular visits
 - Consistent expectations
- Store Wellness Check – “5 Star Certification”
 - Tool to assist with measuring Brand Right standards
 - Development completed
 - Currently being used in stores
 - Will be completed in all 4th Quarter store visits



Store Support

“5 Star Wellness Check”

Date: Kilwin's Chocolates & Ice Cream In-store Consultation for:

Store Environment

1. Is store entry (sidewalk, windows, seating if any) clean / good repair
1 2 3 4 5
2. Are floor, ceiling and light fixtures (lights out) clean / good repair
1 2 3 4 5
3. Chocolate / fudge case – Well stocked, clean, proper case tags, hand written
1 2 3 4 5
4. Chocolates dated, using product rotation methods
1 2 3 4 5
5. Dipping cabinet – IC (no bottom), defrosted, proper case tags, hand written
1 2 3 4 5
6. Is the production area and equipment clean / good repair
1 2 3 4 5
7. Are employees properly groomed for food service
1 2 3 4 5
8. Back Room – Clean / organized
1 2 3 4 5
9. Storage Freezer – Clean / organized and product dated
1 2 3 4 5

- Store Environment
- Customer Service
- Merchandising & Marketing
- Approved Products
- Personnel
- Accounting Financials
- On-Line Resources
- Action Plan and Ideas

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Store Support

Communication

- Kilwins Spotlight
 - New Format with linked articles and attachments
 - Continue upgrades to make more informative

SPOTLIGHT NEWS

Gift Wrap

In our Spotlight two weeks ago, we mentioned that we would be unveiling our Christmas Holiday 2011 gift wrap selections, with custom-design, proprietary wrapping paper and ribbon. However, due to ongoing in-store evaluations and testing of the quality and weights of the papers, we now anticipate having them available for Valentine 2012. It is especially important that we run quality testing as we will be using a version of this paper all year long going forward, with and without ribbon, in a classic black & white, and colored holiday versions.

As we anticipate a reduced cost for our new paper, and as we promised that it would be ready by this holiday, we decided to match these prices on our existing paper, and have reduced the price of our current wrap and current ribbon to reflect proposed pricing for the new product, once testing is completed. For this holiday season we have combined the Kilwins gold crest paper and the two wide Kilwins velvet ribbons to come up with the look shown in the photograph below. These item numbers are as follows:

instructions for use.



Store Support

Communication

- New Webinar Series
 - Web-based learning featuring various areas of interest and continuing education
 - 2011 Webinars
 - Spring Regional Meeting
 - KCK Grand Opening Highlights
 - Store Web page
 - Social networking policy
 - Store Web page Best Practices
 - Sea-Salt Caramel Launch
 - 2012 Topics and dates forthcoming

"Sweet in every Sense, Since 1947"



Store Support

Recognition Program for your Employees

“Exceptional Customer Experience Program”

- Monetary Award – Five (5) \$100 Winners each quarter
- Wall Certificate
- Spotlight Recognition
- Began July 1st – Third Quarter 2011



Store Support

“Exceptional Customer Experience Program”

- Results for 3rd Quarter 2011
 - Mary Dunham – Ann Arbor, Michigan Store
 - Randy Gerencser – South Bend, Indiana Store
 - Aubrey Smith – Charleston, South Carolina Store
 - Reid Compagner - Holland, Michigan Store



2011 Kilwins Fall Regional Meeting

Distribution Discount Program

"Sweet in every Sense since 1947"



Kitchen

Distribution Discount Program Update

As of October 26th, seven stores have hit their 2010 distribution fee threshold:

- 1. Blowing Rock #1**
- 2. Blowing Rock #2**
- 3. Wilmington**
- 4. Chicago**
- 5. Panama City Beach**
- 6. Ludington**

These stores have now realized a combined savings in distribution fees of \$23,000!



Kitchen

Distribution Discount Program Update

- In order to provide more value to the retail stores, we began testing a simplified pricing structure and lower distribution fees on Sugar, Pecans, Evaporated Milk and Butter, starting this past February.
- The test pricing structure was originally to last until July 31st, and then, based on the encouraging response, it was extended through the end of the year, at which point we would reevaluate the progress.
- Based on continued encouraging response from the stores, Kilwins will now keep the test pricing structure in place on these four items through June 2012, at which point we will again reevaluate our progress.



Kitchen

Distribution Discount Program-YTD Data

Item	Description	YOY Unit Change
9014	EVAP MILK #10 CAN (97oz) CS6	92 / CS
9027	GRANULATED BEET SUGAR 50#	1140 / BG
9105	RAW MED PECAN PCS CS30#	-16 / CS
9152	BUTTER SALTED	115 / CS



2011 Kilwins Fall Regional Meeting

Packaging Update

"Sweet in every Sense since 1947"



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THE PACKAGING CONCEPT

Product packaging is, along with marketing, store design, and promotional strategies, one of the most important levers to convey a brand to the customer. A well-designed package can create brand levers.

BRAND LEVERS

- heighten the value perception of the product or the brand.
- are illustrative as to the use or type of product inside.
- can convey brand heritage, mission, values, and attitude.
- create product and brand cohesion.
- make the product and store look great, as packaging becomes part of the overall look and feel of the store environment.
- create excitement for the product, category or brand, and support sales.

PACKAGING AS A PRACTICAL FOUNDATION

- can convey timelessness and have the ability to “morph” and change design as needed without sacrificing any of the brand levers.
- creates a cost/value equation as a basis for the packaging.
- supports practicality and ease of use for both associates and customers.

KILWINS PACKAGING

The packaging project was targeted to create brand lever opportunities and achieve maximum practical considerations. As to brand considerations, we wanted to create a uniquely “American” look, that also conveyed a sense of fun, that “something special” was in store, a “vacation”, either actual or of the mind. While the style was important, the look had to be whimsical for some product (fudge, kids candy, apples, etc.) and more sophisticated for other items (truffles, single-origin chocolates, etc.) while still remaining a cohesive package throughout.

We also looked to each category of packaging to ensure that the design was mindful of the different uses and demands of the packaging. For example, handled bags needed to be high-end, sturdy, and bold enough to support the marketing purpose that they serve, while a smaller, cheaper, more “immediate” bag was created with different materials and a different design to convey that type of need.

Kilwins is “Sweet in Every Sense since 1947”, so a sense of heritage has to be a large part of the design. High quality is built into our product, and that has to come through in the packaging. As to practical considerations, packaging is expensive so we need to be mindful of not spending money where it does not provide value to the consumer or create a decided advantage to us.

Our goal is that the packaging, without relying on the verbiage “Kilwins”, will become recognizable in the marketplace.

“Sweet in every Sense since 1947”



FORMAL BAGS

"Sweet in every Sense since 1947"



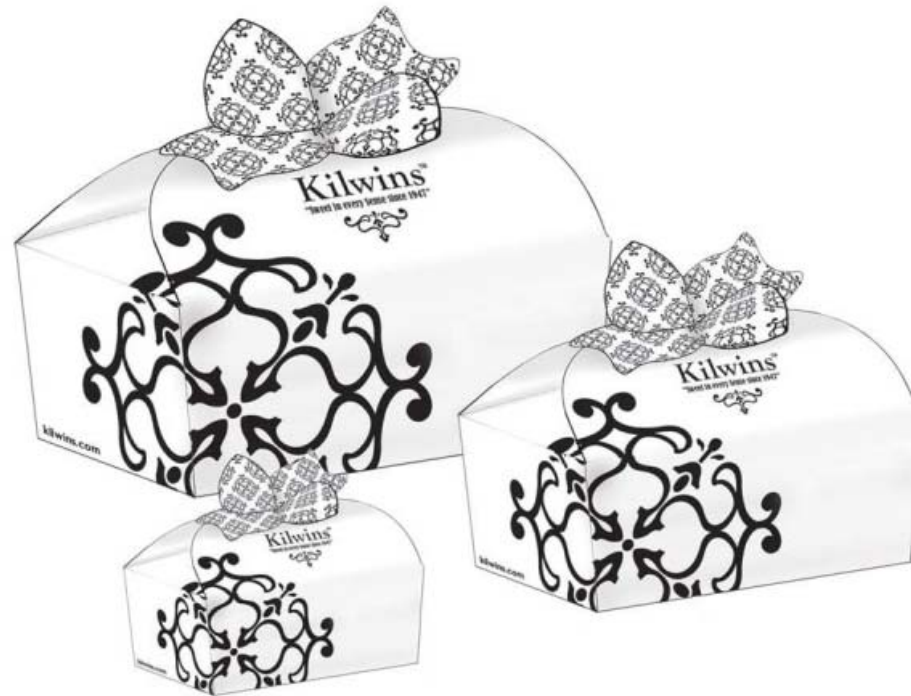
CASUAL BAGS

"Sweet in every Sense since 1947"



K/D BOXES

"Sweet in every Sense since 1947"



BOW BOXES

"Sweet in every Sense since 1947"



PROPOSED SOLO APPLE WINDOW BOX

"Sweet in every Sense since 1947"



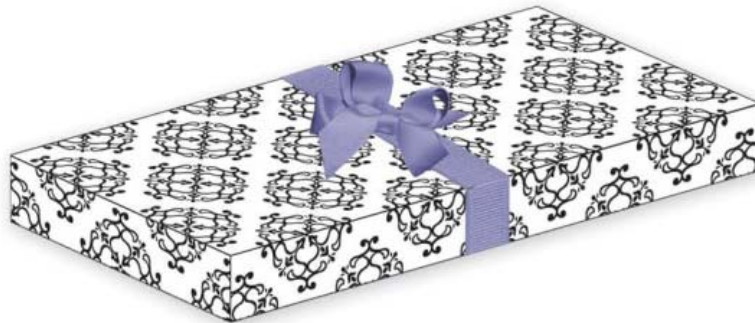
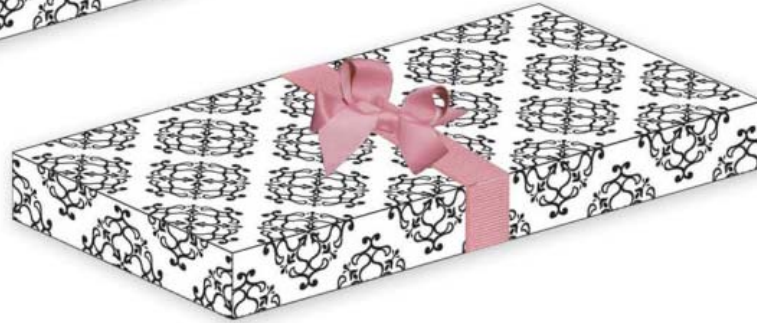
PROPOSED QUAD APPLE WINDOW BOX

"Sweet in every Sense since 1947"



PREMIUM BOX & PREMIUM BOX WITH ADDITIONAL SLEEVE

"Sweet in every Sense since 1947"



CLASSIC GIFT WRAP

"Sweet in every Sense since 1947"



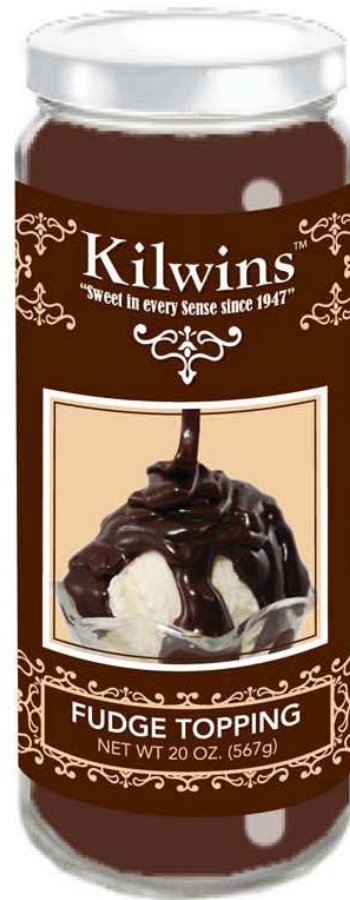
COFFEE CUPS AND ICE CREAM CONTAINERS

"Sweet in every Sense since 1947"



CELLO BAG LABEL

"Sweet in every Sense since 1947"



SAUCE JAR LABELS

"Sweet in every Sense since 1947"



Franchise Sign Project

Own Your Own
**Chocolate, Fudge &
Ice Cream Store**
LOCATION AVAILABLE



Become a part of a true
"Americana" experience
Finest quality, traditional down-home confections

- A proven business model
- Over 80 stores and expanding
- Fun to own and operate

**For franchise information call,
1-866-596-7273
or visit us online at kilwins.com**

Floor Stand

Own Your Own
**Chocolate, Fudge &
Ice Cream Store**
LOCATION AVAILABLE



Become a part of a true
"Americana" experience
Finest quality, traditional down-home confections

- A proven business model
- Over 80 stores and expanding
- Fun to own and operate

**For franchise information call,
1-866-596-7273
or visit us online at kilwins.com**

Wall Mount

Own Your Own
**Chocolate, Fudge &
Ice Cream Store**
LOCATION AVAILABLE



Become a part of a true
"Americana" experience
Finest quality, traditional down-home confections

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- Over 80 stores and expanding
- Fun to own and operate

**For franchise information call,
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"Sweet in every Sense since 1947"



Permanent Wall Graphics

Permanent Wall Graphics Order Form Page 1

Signage Specifications and Pricing:
 All signs are produced in full color on .060 white styrene board and are equipped with cleats on the back for wall-hanging.

22" x 28" option: \$49 each plus shipping **30" x 40" option: \$58.00 each**
 (please note quantity requested for each selected item)

Homemade Hot Chocolate ☐ 22" x 28" ☐ 30" x 40"	Refreshing Sorbet Fruit Coolers ☐ 22" x 28" ☐ 30" x 40"	Original Recipe Ice Cream Cone ☐ 22" x 28" ☐ 30" x 40"	The Best Turtle Sundae ☐ 22" x 28" ☐ 30" x 40"
Original Recipe Ice Cream Sundae ☐ 22" x 28" ☐ 30" x 40"	Amazing Truffles ☐ 22" x 28" ☐ 30" x 40"	Mackinac Island Fudge ☐ 22" x 28" ☐ 30" x 40"	Perfect Apple ☐ 22" x 28" ☐ 30" x 40"
Your Favorite Toffee ☐ 22" x 28" ☐ 30" x 40"	Your Favorite Truffle, Toffee & Turtle ☐ 22" x 28" ☐ 30" x 40"	Amazing Corns & Britles ☐ 22" x 28" ☐ 30" x 40"	Original Recipe Ice Cream Shakes ☐ 22" x 28" ☐ 30" x 40"

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Permanent Wall Graphics Order Form Page 2

4' x 3' (48" x 36") option: \$65 each plus shipping
 (please note quantity requested for each selected item)

☐ Heritage

☐ Product Array

☐ Product Array with Fillgree Pattern

☐ Handcrafted For You

Kilwins Store #: _____
Shipping Address
 Attention to: _____
 Street: _____
 City: _____ State: _____ Zip: _____

Total:
Credit Card Billing Address (Leave blank if the same as Shipping)
 Attention to: _____
 Street: _____
 City: _____ State: _____ Zip: _____

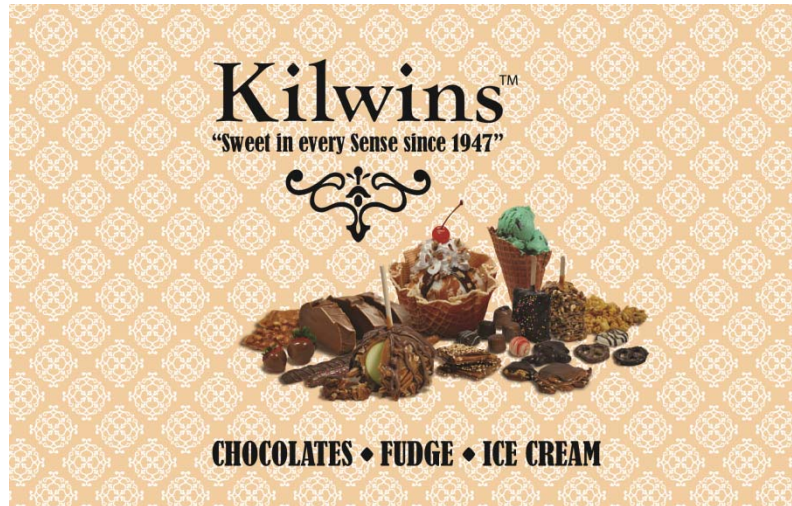
Credit Card Validation
☐ Visa ☐ Mastercard ☐ Discover ☐ Amex
 Credit Card Number: _____ Expiration Date: _____
 Phone Number: _____
(Should be billing number for credit card)

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"Sweet in every Sense since 1947"



Ice Barrel Wrap Project



"Sweet in every Sense since 1947"



Menu Price Board Template Project

8.5" x 11" vertical

Kilwins THE • CHOCOLATE • CAFÉ	
Hot Drinks	
Kilwins Drinking Chocolate	\$1.99
Kilwins Hot Chocolate	
12 oz.	\$2.99
16 oz.	\$3.99
Flavored Hot Chocolate	
12 oz.	\$3.49
16 oz.	\$4.49
Cold Drinks	
Brewed Coffee	
12 oz.	\$1.49
16 oz.	\$1.99
Americano	
12 oz.	\$2.99
16 oz.	\$3.99
Espresso	
1 oz.	\$1.49
2 oz.	\$2.99
Hot Tea	
12 oz.	\$1.49
16 oz.	\$1.99
Soft Drinks	
Bottled Water	
Small	\$1.49
Large	\$1.99
Mocha	
12 oz.	\$4.49
16 oz.	\$5.49
Flavored Mocha	
12 oz.	\$4.99
16 oz.	\$5.99
Latte	
12 oz.	\$2.99
16 oz.	\$3.49
Flavored Latte	
12 oz.	\$3.49
16 oz.	\$3.99
Caramel Latte	
12 oz.	\$3.49
16 oz.	\$3.99
Cappuccino	
12 oz.	\$2.99
16 oz.	\$3.49
Flavored Cappuccino	
12 oz.	\$3.49
16 oz.	\$3.99



2 acrylic sign holders per set
Each set priced at \$40

11" x 17" horizontal

Kilwins SCOOPED • IN • TRADITION	
Specialty Sundaes	
Turtle Sundae	\$7.99
A large scoop of Kilwins Old-Fashioned vanilla ice cream served in a homemade waffle bowl with hot fudge and caramel topping. Pecan pieces are sprinkled generously over whipped cream and cherry.	
Dusty Miller Sundae	\$6.49
A large scoop of Kilwins Old-Fashioned vanilla ice cream served in a homemade waffle bowl, drizzled with rich chocolate sauce then topped with whipped cream, cherry and a "dusting" of malt powder.	
Tin Roof Sundae	\$6.49
A large scoop of Kilwins Old-Fashioned vanilla ice cream served in a homemade waffle bowl, drizzled with rich chocolate sauce, whipped cream and cherry. Roasted and salted peanuts top off this classic.	
Rocky Road Sundae	\$6.49
A large scoop of Kilwins Old-Fashioned vanilla ice cream served in a homemade waffle bowl covered with marshmallow topping, decadent hot fudge and whipped cream then topped with chopped almonds and cherry.	
Original Recipe Ice Cream	
Single Homemade Waffle Cone or Waffle Bowl	\$4.69
Double Homemade Waffle Cone or Waffle Bowl	\$6.69
Single Cake Cone, Sugar Cone or Dish	\$3.99
Double Cake Cone or Dish	\$5.99
Regular Sundaes (Hot Fudge, Caramel or Chocolate)	\$5.49
Add sprinkles or nuts	\$0.50
Specialty Sundaes	
Turtle Sundae	\$7.99
Dusty Miller Sundae	\$6.49
Tin Roof Sundae	\$6.49
Rocky Road Sundae	\$6.49
Milk Shake or Malt	\$7.49
Ice Cream Soda or Root Beer Float	\$4.99
Kilwins Kooler (Lemon or Raspberry)	\$7.49
Freshly Squeezed Lemonade / Orangeade	\$2.99
Handpacked Quart of Ice Cream	\$11.99



2 acrylic sign holders per set
Each set priced at \$40

"Sweet in every Sense since 1947"





Menu Board Inserts

Order Form Project



Menu Board Inserts Order Form Page 1

New Tag Kit: \$150 each plus shipping

(new tag kit contains all standard 5" x 1" and 12" x 2" elements listed in the Replacement Tag Kit)

☐ New Tag Kit

Replacement Tag Kit: Case Line Tags Options: \$4.50 each plus shipping
(5" x 1", select required tags from below options)

Fudge

- | | | |
|---|--|--|
| ☐ Double Dark Chocolate | ☐ German Chocolate | ☐ Vanilla |
| ☐ Chocolate Black Walnut | ☐ Maple Walnut | ☐ Vanilla Cherry Walnut |
| ☐ Chocolate Caramel Cashew | ☐ Mint Chocolate Chip | ☐ Vanilla Pecan |
| ☐ Chocolate Cherry Walnut | ☐ Toasted Coconut Chocolate Chunk | ☐ Kiwano Mud |
| ☐ Chocolate English Walnut | ☐ Peanut Butter | ☐ French Silk |
| ☐ Chocolate Mint | ☐ Maple | ☐ Chocolate Caramel |
| ☐ Chocolate Peanut Butter | ☐ Pouché | ☐ Vanilla Caramel |
| ☐ Chocolate Pecan | ☐ Peppermint Stick | ☐ Key Lime |
| ☐ Cherry Cordial Fudge | ☐ Praline Pecan | ☐ Triple Chocolate Caramel |
| ☐ Chocolate Raspberry | ☐ Pumpkin Walnut | ☐ Double Dark Chocolate Pecan |
| ☐ Butter Pecan | ☐ Rocky Road | ☐ Crunchy Peanut Butter |
| ☐ Cappuccino | ☐ Toasted Coconut | ☐ Chocolate Almond |
| ☐ Cookies & Cream | ☐ Our Signature Turtle | ☐ Peanut Butter Chocolate Chunk |

Ice Cream

- | | | |
|--|---|--|
| ☐ Chocolate Caramel Cashew | ☐ Georgia Peach | ☐ Superman |
| ☐ Blue Moon | ☐ Java | ☐ Toasted Coconut |
| ☐ Blueberry Waffle Cone | ☐ Mackinac Island Fudge | ☐ Traverse City Cherry |
| ☐ Butter Pecan | ☐ Maple Walnut | ☐ Our Signature Turtle |
| ☐ Cake Batter | ☐ Pumpkin | ☐ Turtle Cheesecake |
| ☐ Cappuccino Chocolate Chip | ☐ Mint Chocolate Chip | ☐ Banana Fudge Pie |
| ☐ Cashew Toffee | ☐ Kiwi's Trucks | ☐ Key Lime Pie |
| ☐ Chocolate (two tags) | ☐ Kiwi's Mud | ☐ Chocolate Yogurt |
| ☐ Chocolate Chip | ☐ New Orleans Praline Pecan | ☐ Peach Yogurt |
| ☐ Chocolate Chip Cookie Dough | ☐ Old-Fashioned Vanilla (two tags) | ☐ Apple Pie (No Sugar Added) |
| ☐ Chocolate Peanut Butter | ☐ Orange Pineapple | ☐ Caramel Ripple (No Sugar Added) |
| ☐ Cinnamon Crumb Cake | ☐ Peppermint | ☐ Chocolate Ripple (No Sugar Added) |
| ☐ Cookies & Cream | ☐ Piatichio | ☐ Lemon Sorbetto |
| ☐ Dulce de Leche | ☐ Rocky Road | ☐ Raspberry Sorbetto |
| ☐ French Silk | ☐ Rum Raisin | |
| ☐ Fudgie Brownie | ☐ Strawberry Chunk | |

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Menu Board Tag 5" x 1"

Kilwins Tracks Key West Mud

Menu Board Tag 12" x 2"

Fresh-Squeezed Limeade



Menu Board Inserts Order Form Page 2

Replacement Tag Kit: Menu Board Flavor Tags Options: *\$5 each plus shipping
(12" x 2", select required tags from below options)

- [illegible]

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Menu Board Inserts Order Form Page 3

Custom Tag Kit: \$28.75 each plus shipping
(May be ordered on its own or added to New Tag Kit or Replacement Tag Kit)

- [illegible]

Kilwire Store #: _____	Total: _____
Shipping Address _____	Credit Card Billing Address <i>(Leave blank if the same as Shipping)</i>
Attention to: _____	Attention to: _____
Street: _____	Street: _____
City: _____ State: _____ Zip: _____	City: _____ State: _____ Zip: _____

Credit Card Validation
☐ Visa ☐ Mastercard ☐ Discover ☐ Amex
 Credit Card Number: _____ Expiration Date: _____
 Phone Number: _____
Please Use Below e-mail for card.

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"Sweet in every Sense since 1947"



2011 Kilwins Fall Regional Meeting

Open Discussion

"Sweet in every Sense since 1947"