



KILWINS

2012 Spring Regional Meetings

May 1 – May 10, 2012

"Sweet in every Sense since 1947"



Kilwins Regional Meeting

Spring 2012

Welcome

"Sweet in every Sense since 1947"



Kilwins Regional Meeting

- Welcome & Introductions
- Agenda

Jeff Hall



Kilwins Regional Meeting

Agenda Topics:

- Opening Remarks
- Brand Planning Calendar 2012
- New Product Assortments & Promotions
- Premium Ingredient Strategy & Pricing
- New Packaging Update
- My Kilwins Club
- Brand Style Guide Update
- Brand Planning Calendar 2013
- Exceptional Customer Experience Stories
- Sales Achievement Recognition
- Lunch

"Sweet in every Sense since 1947"



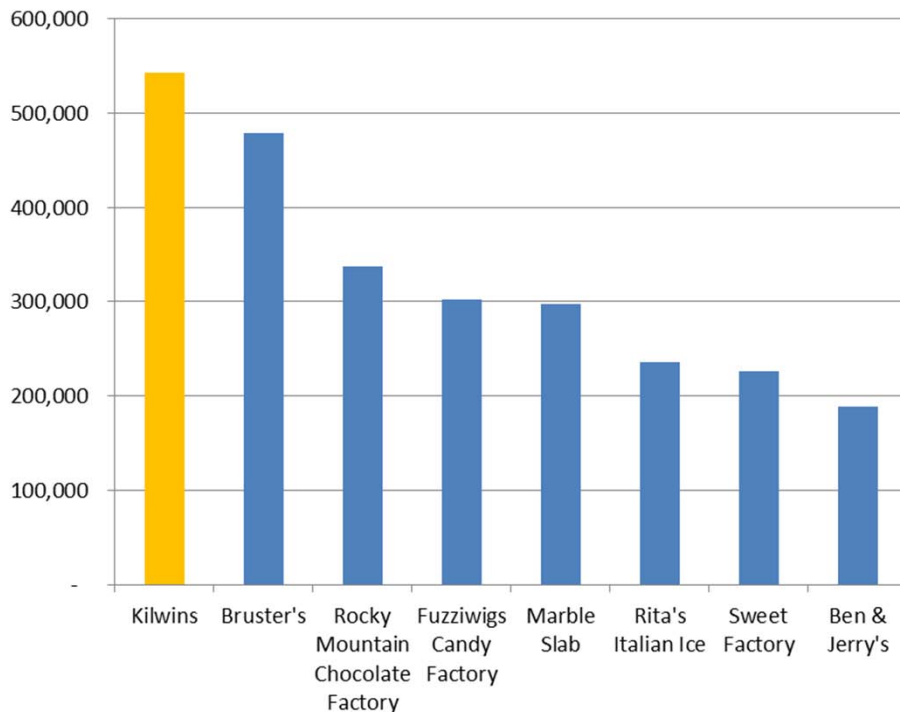
Kilwins Regional Meeting

- Opening Remarks - Steve Hooley
 - Statistics / Competition
 - Franchise Development Update
 - Kilwins Brand
 - Progressive Changes
 - New Item Introduction
 - Brand Planning

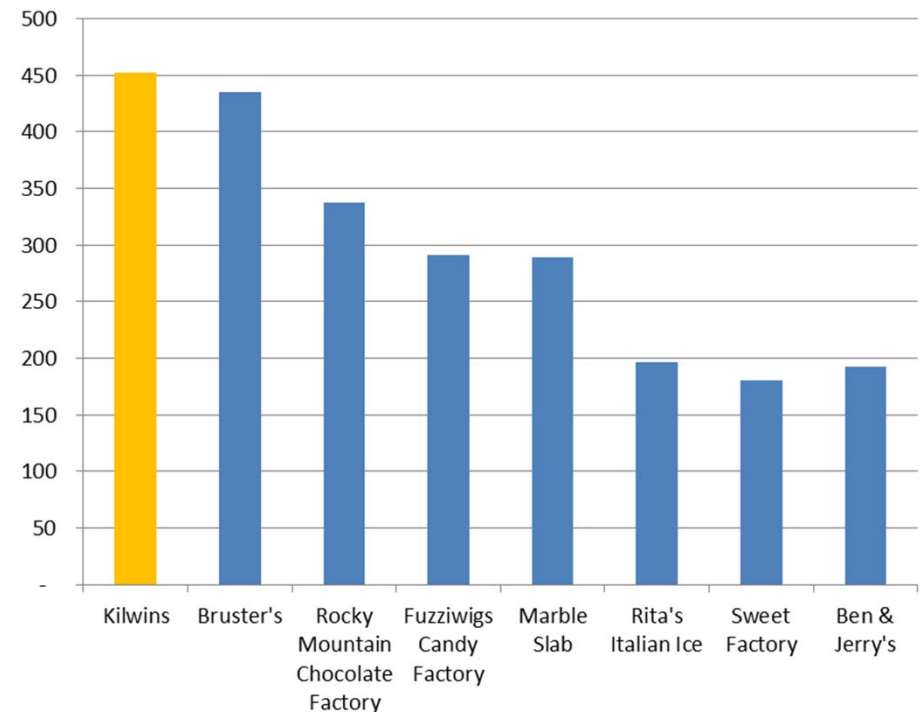


Competitive Sales Data

Average Store Sales



Average Sales Per Square Foot

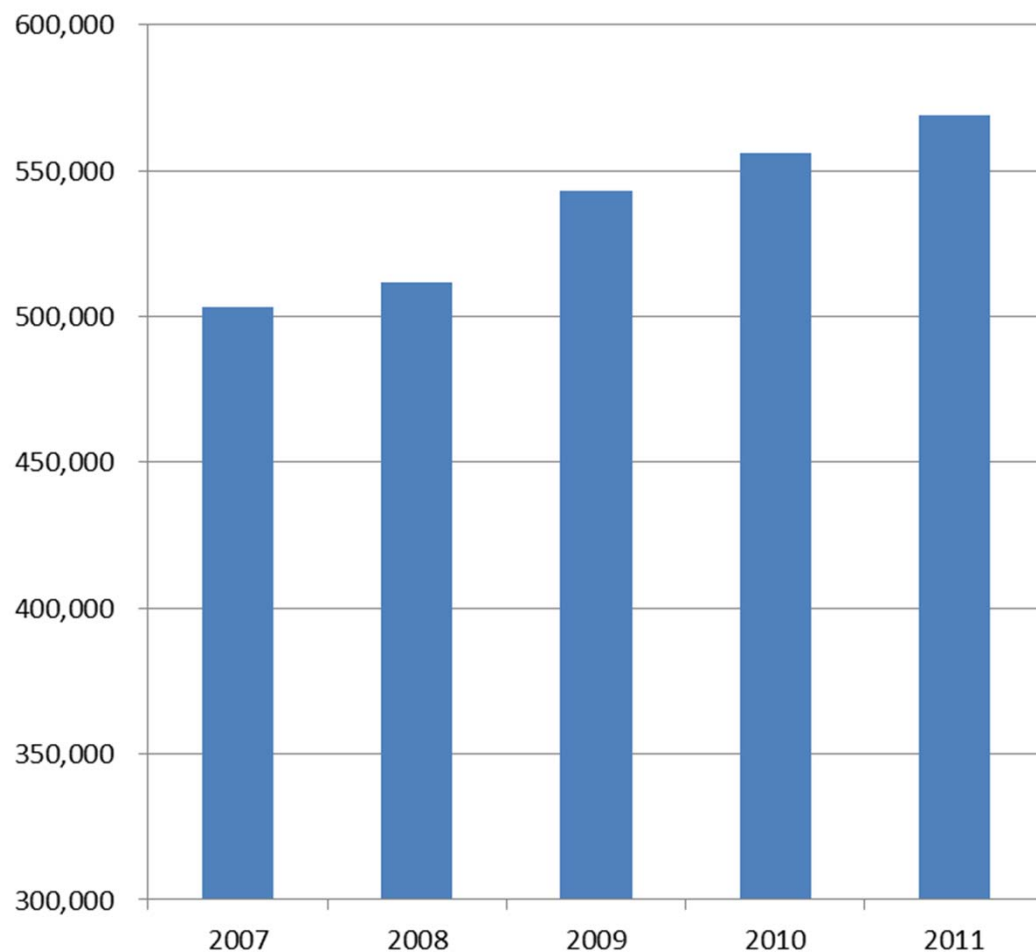


- Kilwins' system performance exceeds competitors both in terms of total average sales and average sales generated per store square foot.
- Kilwins' performance also exceeds each of these competitors when comparing sales generated versus average store investments required.
- Independent external data is from the 2010 Frandata Bank Credit Report



Kilwins Sales Trends

Average Kilwins Store Sales



- Kilwins average sales (for stores open > 1 full year) have increased from \$503k in 2007 to \$568k in 2011, a 13% total increase.
- Same store sales for 2012 are increasing more dramatically. Through the end of March, same store sales have increased 11.81%.



Franchise Development

Babylon, NY: John Murray (Opened April 14th)

Grand Rapids, MI: Julie and Tim Calderone (May 11th)

Portsmouth, NH: Janette Desmond (Aug 2012)

Beavercreek, OH: Delmar Mahlerwein &

Terry Hoggat (Aug 2012)

Madison, WI: Nick Pastermack & Curtis Diller (July 2012)


Hyde Park, IL: Jackie Jackson and Kenneth Faulkner (Q4)

Lake Worth Beach, FL: Raffy Ibrahim & Maria Matias (Q4)



Kilwins Brand

Marketing and Graphics Library

FRANCHISE SITE

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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



"Sweet in every Sense since 1947"



Kilwins Brand

Gettysburg



Before



After

"Sweet in every Sense since 1947"



Kilwins Brand

Key West, Florida



"Sweet in every Sense since
1947"



Kilwins Brand

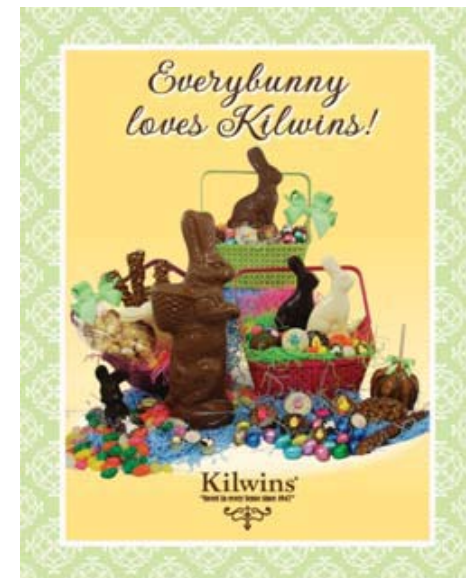
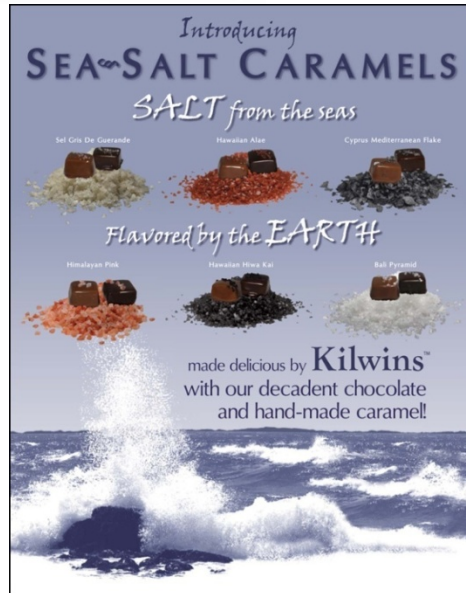
Graphics and Display





Kilwins Brand

Promotional Collateral, Packaging, New Items





New Item Introductions

Sea-Salt Caramels

- Dark Sea-Salt Caramels: 11,472 Units
 - Milk Sea-Salt Caramels: 12,264 Units
 - Sea-Salt Caramels Asst: 12,840 Units
- 36,576 Units!**



"Sweet in every Sense since 1947"



New Item Introductions

LE Salted Caramel Ice Cream

- January: 24 Tubs
 - February: 309 Tubs
 - March: 581 Tubs
 - April: 817 Tubs
- 1731 Tubs



**Already 11th Most Popular
Flavor!**



New Item Introductions

- Kilwins Salt Water Taffy Chews
- Truffle Refresh
- LE Ice Cream Flavors
- Fall Apple Promotion
- Nutcracker Christmas
- Proprietary Cone Mix
- Proprietary Cream Powder



Kilwins Brand Planning

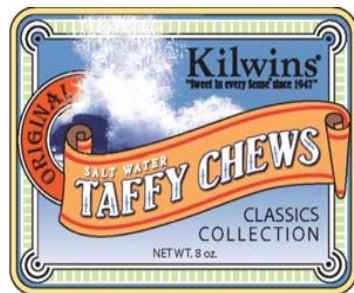
Brand Planning Calendar

2012						
Source: Vertex42.com						
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Providing Innovation and Promotion
of the Brand and Our System



Kilwins Brand Planning



"Sweet in every Sense since 1947"



Kilwins Regional Meeting

- Brand Planning Calendar
 - Packaging Update
 - My Kilwins Club

Jeff Hall

Ron Brunette



Brand Planning Calendar

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Promotions and Product Assortments

"Sweet in every Sense since 1947"



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
 - New Product Introduction
 - Re-Invigoration of Lines



Brand Planning Calendar

2012-2013 Brand Planning Calendar				
Seasons 2012	Occasion/Event	Theme	Product	MIS Product
Spring	Valentine's Day	Heart Box and Wrapped Assortments	Case Chocolates	Various
	Easter	"Everybunny Loves Kilwins"	Bunnies	Various
	Mother's Day	"Wrapped and Ready"	10oz Truffle Assortment	Strawberries
Summer	Americana/Summer Fun	"Sweet & Salty Summer"	Sea-Salt Caramels, Salted Caramel Ice Cream	Sea-Salt Caramel Fudge, Sea-Salt Caramel Apples
	Father's Day	"Perfect for Father's Day"	Brittles, Corns & Taffy	Various Brittles & Corns
	Fall/Harvest/Halloween	"The Perfect Apple" Promotion featuring 6 apples	Apples	Apples, Corns, Brittles
Fall	Thanksgiving			
Winter	Holiday 2012	"A Nutcracker Christmas"	Chocolate Nutcrackers, Nutcracker Ice Cream	Nutcracker Sweets, Nutcracker Fudge
Events 2012				
Spring	Limited Edition Ice Cream	Salted Caramel Ice Cream	Salted Caramel Ice Cream	N/A
Summer	Limited Edition Ice Cream	All-American Two-Berry Pie	Vanilla ice cream w/strawberry and blueberry verigate and pie	N/A
	Salt Water Taffy Re-Launch	Introducing Kilwins Salt Water Taffy	Salt Water Taffy	N/A
	Sea-Salt Caramel Fudge, Sea-Salt Caramel Apples	Tied to a "Salty Summer"	Sea-Salt Milk and Dark Tutttles	Sea-Salt Caramel Fudge, Sea-Salt Caramel Apples
Fall	Limited Edition Ice Cream	"The Perfect Apple"	"The Perfect Apple" Pie Ice Cream, Pumpkin Ice Cream	Caramel Apples, Pumpkin Ice Cream Sundae
	Truffle Line Re-Invigoration	Kilwins Truffle Re-Invigoration	New Look and New Flavors	
			White-on-white & bottle packaging	
Winter	Salt Water Taffy re-Launch #2	All aspects of expanded program	14 flavors Salt Water taffy	N/A
	Savory Truffle Line	Kilwins Savory Truffles	Kilwins Savory Truffles	N/A
	Limited Edition Ice Cream	"A Nutcracker Christmas"	Nutcracker Ice Cream, Peppermint Ice Cream	N/A

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Kilwins Original Salt Water Taffy Chews

Coming May 21st!



"Sweet in every Sense since 1947"



Kilwins Original Salt-Water Taffy Chews

The program will consist of three different scheduled launches. They include:

May 2012

- Replacement of Sweets with Kilwins exclusive product
- The addition of custom labels to front and back of current bags
- The availability of two custom collections: "Classic" and "Sea-Shore"
- The availability of POP at no additional cost with minimum purchase

November 2012

All of the above, and additionally:

- Custom Kilwins logo'd taffy wrap
- The availability of pre-packs of the two collections singly and in duo-packs
- Smaller single-flavor pre-packs
- Counter and rack cards with flavor information
- Additional POP at no additional cost with minimum purchase

Spring 2013

All of the above, and additionally:

- A choice of two fixtures for "scoop and sell" in single flavors and collections in-store
- A big launch of the category with collateral in store windows, from the ceiling and on the fixture

"Sweet in every Sense since 1947"



May 2012



Custom labels



11 x 17 counter card

"Sweet in every Sense since 1947"



November 2012



Custom taffy wrapper

"Sweet in every Sense since 1947"



November 2012



32 oz. custom collections boxes in pre-pack singles or duos

“Sweet in every Sense since 1947”



November 2012



12 oz. single flavor pre-pack boxes

"Sweet in every Sense since 1947"



November 2012



Rack cards with flavor information

"Sweet in every Sense since 1947"



Spring 2013



NEW "scoop and sell" fixtures

"Sweet in every Sense since 1947"



Spring 2013



NEW labels on existing informal bags
for "scoop and sell"

"Sweet in every Sense since 1947"

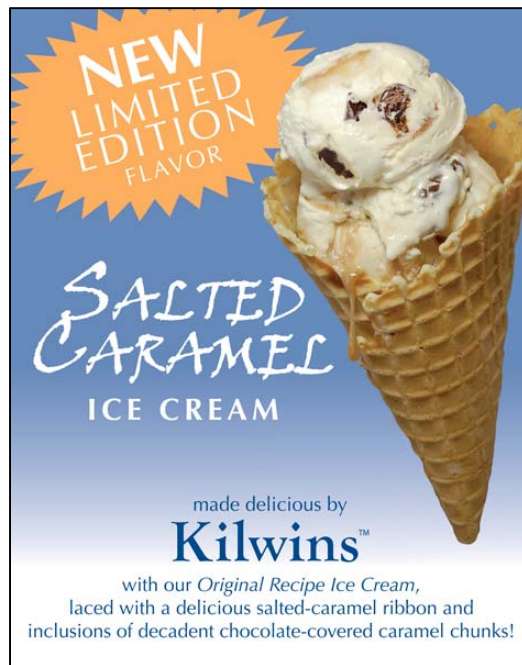


LE Ice Creams: Salted Caramel

- The first LE Ice Cream for 2012 was the Salted Caramel Ice Cream, which was a big success
- It will be extended in June, and likely become a permanent in September
- When it is extended, stores will automatically receive black & white menu inserts



LE Salted Caramel Ice Cream



22 x 28 poster



28 x 22 poster



Case cling



Menu inserts

"Sweet in every Sense since 1947"



LE Ice Cream Flavors: All-American Two-Berry Pie

- The second LE Ice Cream for 2012 will be the All-American Two-Berry Pie Ice Cream
- The collateral will be received at no additional cost with a minimum order
- The kit consists of the same elements as the Salted Caramel kit, and the two kits work separately or together
- The LE Ice Cream will be introduced on 5/25, pre-Memorial Day



LE All-American Two-Berry Pie Ice Cream



22 x 28 poster



28 x 22 poster



Case cling



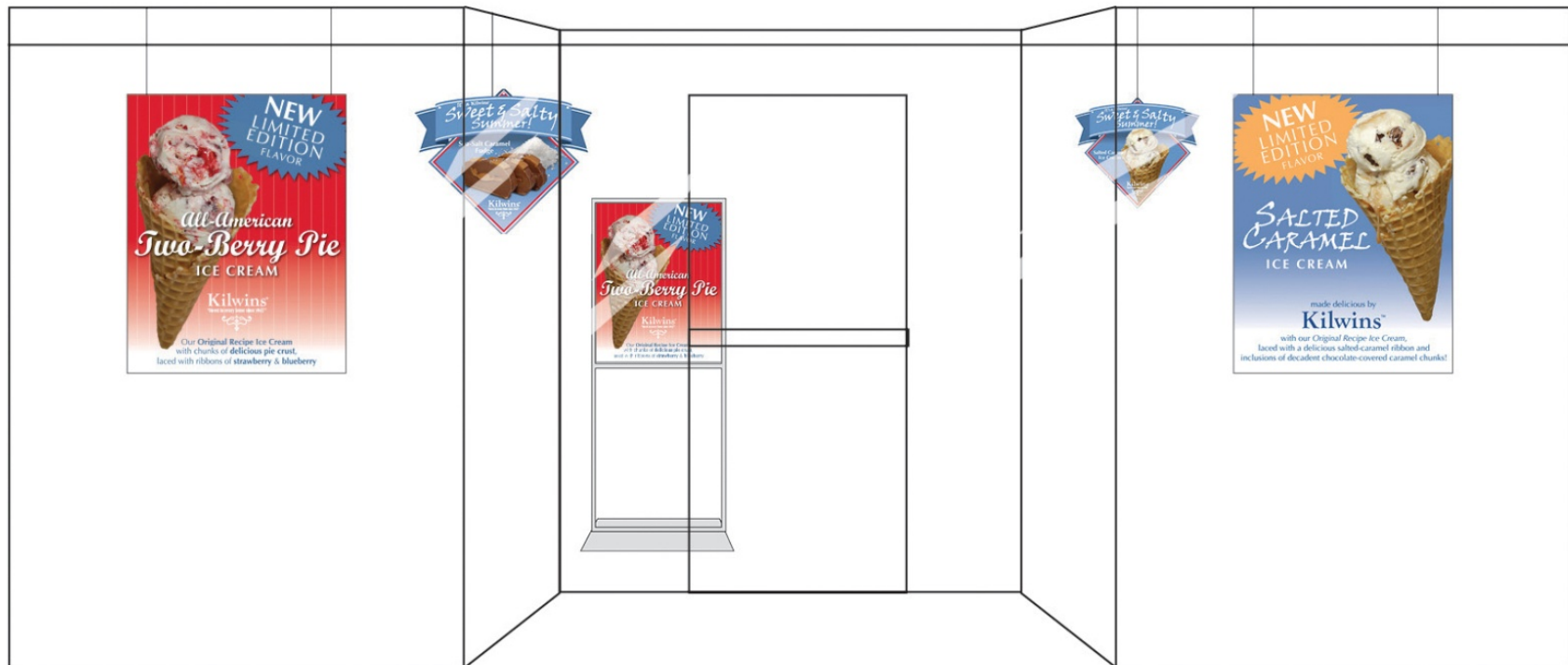
Menu inserts

"Sweet in every Sense since 1947"





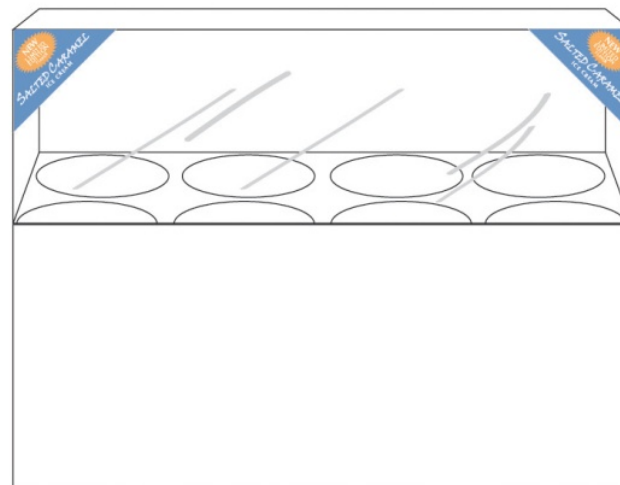
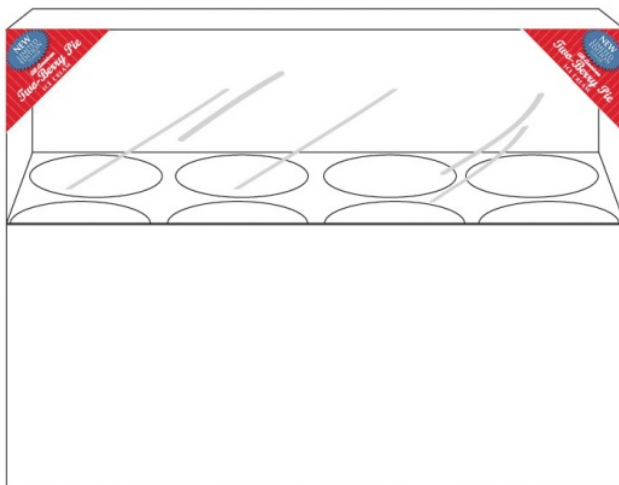
Storefront Presentation featuring LE Ice Creams



"Sweet in every Sense since 1947"



Dipping Cases featuring LE Ice Creams



"Sweet in every Sense since 1947"



LE Ice Creams: 2012 Calendar

- Q#1: Salted Caramel
- Q#2: All-American Two-Berry Pie
- Q#3: The Perfect Apple Pie
Pumpkin
- Q#4: Nutcracker Sweets
Peppermint



Father's Day 2012



Customizable 11 x 17 counter cards



Door decal



Pop-off case tag



Case-line strips

"Sweet in every Sense since 1947"



Sweet & Salty Summer

The promotion will run from 6/1 through 9/3, and will include:

- 2011 Sea-Salt Caramels
- LE Salted Caramel Ice Cream
- NEW Sea-Salt Pecan Tutttles (in a new blue filagree'd box)
- NEW MIS The Perfect Sea-Salt Apple
- NEW MIS Sea-Salt Chocolate Fudge



Sweet & Salty Summer



Ceiling dangles

"Sweet in every Sense since 1947"



Sweet & Salty Summer

Salted Caramel
ice cream

Sea-Salt Caramels
caramels

Sea-Salt Pecan Tutttles
tuttles

Sea-Salt Caramel
fudge

Sea-Salt Caramel
apples



Pop-off case tag

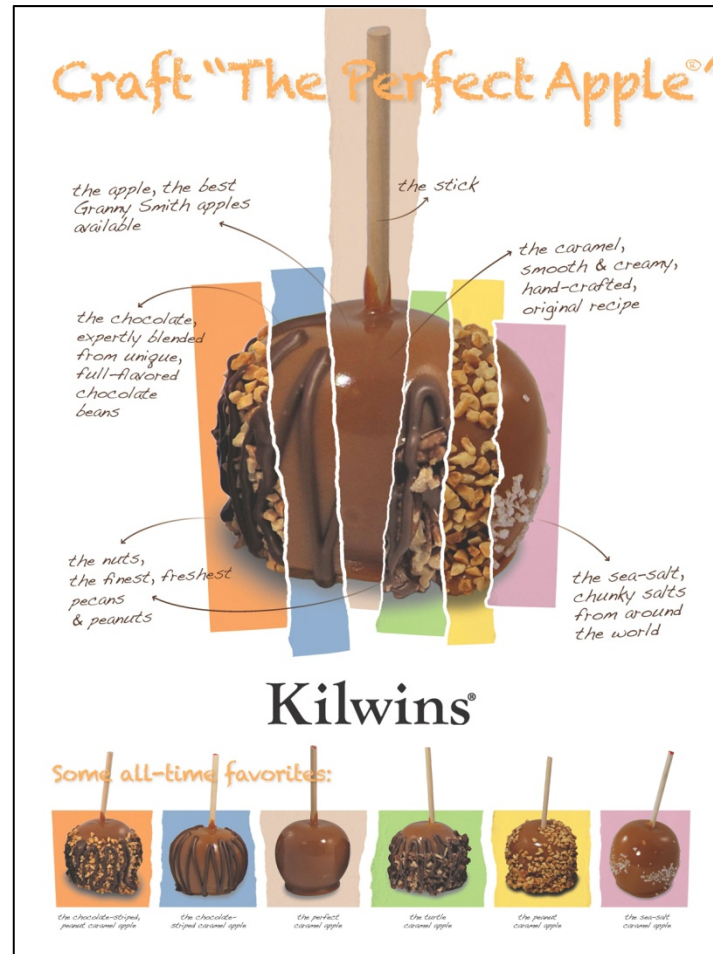
Menu Inserts

"Sweet in every Sense since 1947"



The Perfect Apple

Fall 2012



"Sweet in every Sense since 1947"

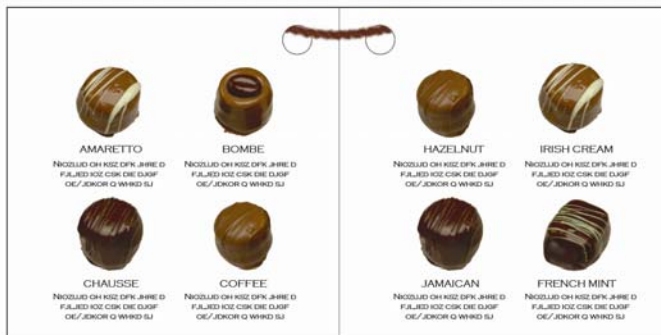


Truffles Refresh

- The existing truffles line is undergoing a refresh with new and refined flavors, a new look, and new naming conventions
- The refresh will be launched 9/3
- Case-lines will reflect the change with focused case-line POP
- New packaging (embossed, white on white) will be used to brand the new line
- Product will have a flavor menu for customer reference
- A corresponding 2-piece box is being developed for wine bottles
- Stores will sell through existing truffles inventory with the goal of being completely converted by 11/1 or earlier



Truffles refresh



"Sweet in every Sense since 1947"



A Nutcracker Christmas Holiday 2012

We are buying the following gift items, for re-sale:

- Gift boxes of six 5" nutcracker ornaments – can be sold as a 6-pack or separately
- A corresponding chocolate 3-pack of chocolate "ornaments", to be sold with a "bonus" ornament decorating the pack
- Gift boxes of single 10" nutcrackers, or nutcracker "duos" of chocolate and real nutcrackers
- 60", 48" and 24" classic nutcrackers will also be available for decoration and re-sale
- A molded 36" chocolate nutcracker will also be available

And also featuring:

- Our signature Nutcracker Sweets
- NEW MIS Nutcracker Sweets Fudge
- NEW LE Nutcracker Sweets Ice Cream
- Nutcracker-themed POP kit
- Tchaikovsky Nutcracker Sweet music
- Red holiday labels
- Classic black & white gift wrap with red ribbon

"Sweet in every Sense since 1947"



A Nutcracker Christmas – re-sale



5" nutcrackers
(set of 6)



10" nutcrackers
(set of 3)

"Sweet in every Sense since 1947"



A Nutcracker Christmas - decor



24" nutcrackers



48" nutcracker

"Sweet in every Sense since 1947"



60" nutcracker



Savory Truffles

- The new line will feature new packaging and flavor menu inserts for customer reference
- The collection will be sold in pre-packed 8 oz. boxes
- A corresponding 2-piece box is being developed for wine bottles

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New Cone Mix

Introducing Kilwins New Proprietary Cone Mix

- Better Tasting
- Less Expensive
- 0 Trans Fats
- Custom Branded Bakers



"Sweet in every Sense since 1947"



New Cream Powder

Introducing Kilwins New Proprietary Cream Powder

- Ultra-Fine Sweet Cream Powder
- Dissolves More Rapidly
- No Clumping
- Formulated For Our Recipes



"Sweet in every Sense since 1947"



Kilwins Regional Meeting

- Premium Ingredients
—Joe Audia

"Sweet in every Sense since 1947"



Kitchen Update

Premium Ingredient Items

- Provide value based pricing
- Delivered on schedule in our environmentally controlled trailers, and brought into your store
- Over time, as we grow, our intention will be to build purchasing leverage with economies of scale



Kitchen Update

Premium Ingredient Item Pricing

Item Number	Description	Price	Freight	Total Delivered Cost
1998	CONE MIX KILWINS BG50#	\$37.50	\$21.50	\$59.00
2009	SUNDAE SPOON BEIGE CS1000	\$22.03	\$4.26	\$26.29
9027	GRANULATED SUGAR 50#	\$0.66	\$0.00	\$0.66
9028	CREAM POWDER 50# CASE	\$4.94	\$0.43	\$5.37
9029	FRODEX CORN SUGAR 42DE 50#BAG	\$0.56	\$0.43	\$0.99
9105	RAW MED PECAN PCS CS30#	\$7.13	\$0.62	\$7.75
9112	CREMA MILK CHOC 10#BAR/50#CS	\$2.52	\$0.62	\$3.14
9114	BURGUNDY DK CHOC 10#BAR/50#CS	\$2.57	\$0.62	\$3.19
9118	REAL WHITE CHOC 10#BAR/50#CS	\$2.69	\$0.62	\$3.31
9124	ORINOCO 25# CS	\$3.28	\$0.62	\$3.90
9014	EVAP MILK #10 CAN (97oz) CS6	\$8.02	\$3.11	\$11.14

"Sweet in every Sense since 1947"



Kitchen Update

Premium Ingredient Items

- 1) Pricing effective May 11, 2012
- 2) Kilwin's Quality Confections will not be continuing the distribution fee discount program from 2011.
- 3) Kilwin's Quality Confections will be combining the four discounted freight items (sugar, butter, evaporated milk, and raw medium pecan pieces) into the new competitive pricing structure.
- 4) Pricing on commodity items will fluctuate with the market.



Menu Inserts & Branded Elements

- Ice cream menu and case-line tags
- Chocolate case branding element
- Fudge tags



BUTTON LOGO



"Sweet in every Sense since 1947"



SMALL FUDGE TAGS



Double
Dark Chocolate



Chocolate
Caramel Cashew



Chocolate
Black Walnut



Chocolate

SMALL ICE CREAM TAGS



Butter Pecan



Cake Batter



Blueberry
Waffle Cone



Blue Moon

SMALL MUD TAGS



Gatlinburg Mud



Frankfort Mud



Ft. Myers Beach Mud



Ft. Collins Mud

"Sweet in every Sense since 1947"



LARGE
ICE CREAM TAGS

Chocolate Chip

Cappuccino Chocolate Chip

Chocolate

Cake Batter

LARGE
No Sugar Added
ICE CREAM TAGS

Chocolate Ripple

Apple Pie

Caramel Ripple

LARGE
CHOCOLATE CAFE' TAGS

Coffee

Drinking Chocolate

Flavored Hot Chocolate

Hot Chocolate

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LARGE

SHAKES, FLOATS, SODA TAGS

Root Beer Float

Chocolate Milkshake

Sunrise Cooler

Chocolate Malt

LARGE SUNDAE TAGS

Our Signature Turtle Sundae

Rocky Road Sundae

Tin Roof Sundae

Dusty Miller Sundae

LARGE MUD TAGS

Charlevoix Mud

Cary Mud

Charleston Mud

Celebration Mud

"Sweet in every Sense since 1947"



FRANCHISE MAP

GROW ♦ WITH ♦ US



- | | | |
|---|--|--|
| Colorado
Fort Collins | Tradition - Port St. Lucie
Venice
Vero Beach
Winter Park | South Haven
St. Joseph
Traverse City |
| Delaware
Rehoboth Beach | Georgia
Atlantic Station - Atlanta | New Jersey
Wyckoff |
| Florida
Celebration
Coral Springs
Deerfield Beach
Delray Beach
Destin - Sandestin
Ellenton
Ft. Lauderdale
Ft. Myers Beach
Gulf Coast Town Center - Ft. Myers
Hollywood
Jacksonville
John's Pass - Madeira Beach
Jupiter
Key West
Lake Worth
Lauderdale-By-The-Sea
Melbourne
Miami Beach
Naples
Palm Beach Gardens
Panama City Beach
Pembroke Gardens - Pembroke Pines
Sarasota
Seminole Hard Rock Casino - Hollywood
St. Augustine 1
St. Augustine 2
Stuart
The Villages | Illinois
Old Town - Chicago | New York
Babylon-Long Island |
| Indiana
South Bend | Michigan
Ann Arbor
Big Rapids
Birmingham
Bozette City
Boyne Mountain - Boyne Falls
Charlevoix
Cheboygan
Frankfort
Grand Rapids
Harbor Springs
Holland
Kilwins Chocolate Kitchen - Petoskey
Ludington
Mt. Pleasant
Petoskey
Plymouth
Rivertown Crossings - Grandville
Saugatuck 1
Saugatuck 2 | North Carolina
Asheville
Black Mountain
Blowing Rock 1
Blowing Rock 2
Cary
Charlotte
Hendersonville
Highlands
Huntersville
Wilmington |
| Maryland
Annapolis | Pennsylvania
Gettysburg | Rhode Island
Newport |
| | South Carolina
Bluffton - Hilton Head
Charleston | Tennessee
Gatlinburg |
| | Virginia
Williamsburg | Wisconsin
Lake Geneva |



JOIN US & OPEN A KILWINS STORE OF YOUR OWN!



Packaging Program

We are on track with all of the re-design being completed by June 2012 and most of the packaging being in production or in store by September 2012.

New items, currently flowing to stores include:

- Ice Cream Tubs
- Hard Chocolate Boxes (5)
- Gift Bags (3)
- Informal Bags (3)
(These were changed to allow for logo visibility)
- Clear Cello Boxes (2)
- Clear Cello Bags (Various)
- Sea Foam Bags (Dark and Milk)
- Sea-Salt Pecan Tuttle Box
(These will be in-store for the “Sweet & Salty Summer” promotion)
- Strawberry/MIS Boxes (2 sizes)
(These will be in-store for the Summer season)
- Apple Boxes (2 sizes)
(These will be in-store for “The Perfect Apple” Fall promotion)



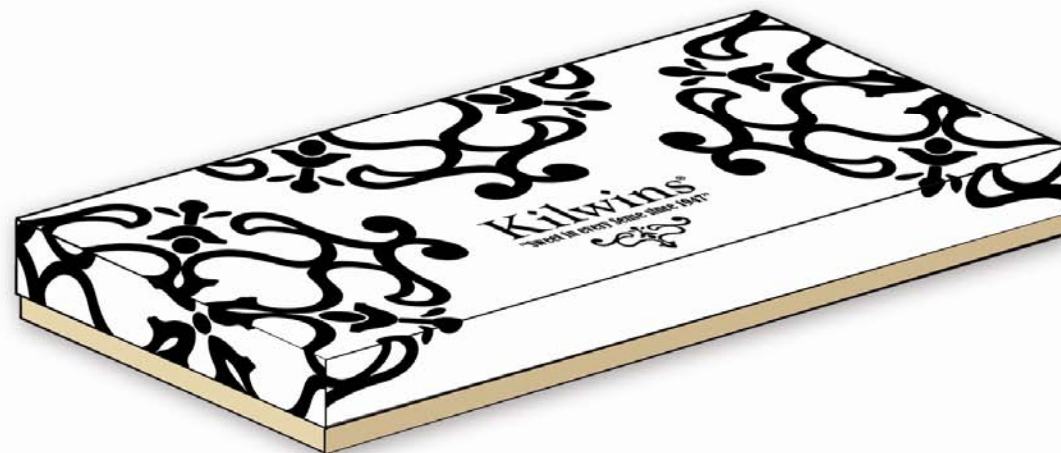
Ice Cream Tub



"Sweet in every Sense since 1947"



Hard Chocolate Boxes



"Sweet in every Sense since 1947"



Gift Bags



"Sweet in every Sense since 1947"



Informal Bags



"Sweet in every Sense since 1947"



Clear Cello Boxes



"Sweet in every Sense since 1947"



Clear Cello Bags



"Sweet in every Sense since 1947"



Sea Foam Bags



"Sweet in every Sense since 1947"



Sea-Salt Pecan Tuttle Box



"Sweet in every Sense since 1947"



Strawberry/MIS Boxes



"Sweet in every Sense since 1947"



Apple Boxes



"Sweet in every Sense since 1947"



My Kilwins Club

- Brand Experience
- Promote “My Kilwins”
- Build the Customer Base
- Sign-up and Club Activation
 - Currently @ 4,100 Members
- Store Reverse Royalty Program
 - Q1 Checks Mailed



"Sweet in every Sense since
1947"



Kilwins Regional Meeting

- Style Guide Update

Ron Brunette



Style Guide

Kilwins Store Style Guide			Table of contents
1	Kilwins: then and now	1.1	
2	Store look and feel	2.1	
3	A branded environment	3.1	
4	Store exterior		
	Philosophy	4.1	
	Facades and finishes	4.2	
	Signage	4.3 - 4.6	
	Awnings	4.7	
	Umbrellas	4.8	
	Tables and chairs	4.9	
	Sandwich boards	4.10	
	Windows	4.11	
	Exterior lighting	4.12	
5	Store interior		
	Philosophy	5.1	
	Store layout		
	Philosophy	5.2	
	Floor plan examples	5.3 - 5.6	
	Finishes		
	Philosophy	5.7	
	Paint	5.8	
	Wallpaper	5.9	
	Using color	5.10	
	Trim	5.13	
	Flooring	5.14	
	Ceiling	5.15	
	Lighting and Fans		
	Philosophy	5.16	
	General lighting	5.17	
	Focal lighting	5.18	
	Caseline lighting	5.19	
	Ceiling clouds	5.20	
	Fixtures		
	Philosophy	5.21	
	Caseline		
	Ice cream	5.22	
	Chocolate	5.23	
	Fudge	5.24	
	Coffee and beverages	5.25	
	Floor fixtures		
	Tables, cloths, and overlays	5.26	
	Etagères	5.27 - 5.28	
	Gondolas	5.29	
	Sign holders	5.30	
	Counter finishes	5.31	
	Wall unit finishes	5.32	
	Shelving finishes	5.33	
	Seating	5.34	
6	Branding and usage	6.1	
7	In-store graphics	7.1	
8	Visual merchandising	8.1	
9	Seasonal décor	9.1	

The Kilwins style guide encompasses everything you can see and touch in a store, except product or people. All elements, from floor tile to ceiling finish, from packaging to uniforms, from merchandise display to background music, are either brand-right or they're not. The guide exists as an aide to making the right choices for the brand.

To maximize your investment and get the proper support for your store, please seek advice from your store consultant or the Franchise Office marketing and design team.

"Sweet in every Sense since 1947"



Style Guide

ELEVATION FRONT VIEW
11/12/19

ELEVATION BACK VIEW
11/12/19

Store interior

Fudge case

Dark Oak
"Rich Oak"
FD #247 applied to maple veneer

Light Maple
"Asian Sun"
Repositol® K 279
(AC308/NO4/C34/
T6Y/V8) applied to maple veneer

Pure White
Epoxy White Chemical
Plasticolor 900 White
(can be paired with
Plonite® "Ice White"
SWB13 "Suede" on horizontal surfaces)

Tan
Corian® Sahara (tan & white speckles)

White
Corian® "Arctic Ice"
(white on white)

Black
Corian® "Earth" (black on black)

Kilwins caseline color options

Kilwins counter top color options
(use with one finish alone or in coordination with two)

Using white slabs, the fudge cases hold up to twelve slabs per counter. Each slab should be kept full, and any extra fudge should be on view in the MIS Tower, on a shelf separated from other MIS items.

The curved glass "sneeze shields" provide a great view of the product for children and adults alike. A minimum of hardware ensures that the focus is on the product, not the fixture.

While the case-line is recessed, the fudge cases "pop" forward, as do all the product cases, including the ice cream freezers and chocolate cases. This is so the customer notices the display of product, not the transaction work spaces.

Fixtures | Store interior

5.29

"Sweet in every Sense since 1947"



Style Guide



Store interior Gondolas



Dark Oak
"Rich Oak"
FD K247 applied to maple veneer

Light Maple
"Asian Sun"
Repicolor® K 279
(AC230/2624/234)
T6VY8 applied to maple veneer

Pure White
Epoxy White Chemcoat®
Plasticolor 900 White
(can be paired with Poron® "Ice White"
SW813 "Suede" on horizontal surfaces)

Kilwins gondola color options

Keep shelved gondola product at eye level, the best way for it to be viewed, by using plexiglass risers to elevate center shelf areas. Keep the fixture very full, using negative space (where there is no product) only between categories of product; otherwise keep it fully stocked. Use wire baskets to merchandise bagged and small items.

During off-season, lower volume times of the year, keep the gondola looking full by adding a large gift basket or two to the lower shelves, allowing for individual product at eye level, where it is best viewed. The added bonus is the possible sale of a gift basket!

While it is acceptable to merchandise a gift item or two on the gondola fixtures, keep the items appropriate to the product you most want to sell — merchandise tulip and sundae glasses and long-handled spoons with caramel and hot fudge jars, for example, or a great glass candy dish with family assortment boxes.

The gondola is the "workhorse" floor fixture at Kilwins. It should be as fully merchandised as possible, with one single product "story" for larger stores, or two to three different "stories" for smaller stores, taking care that product stories are an appropriate mix — boxed family assortment chocolates with chocolate window boxes, or nuts, enrobed fruit with bagged chocolates, for example.



Fixtures | Store interior

5.29

"Sweet in every Sense since 1947"



Kilwins Regional Meeting

- Brand Planning Calendar 2013

Ron Brunette

Kilwins®



Brand Planning Calendar

2012-2013 Brand Planning Calendar

Seasons & Events 2013	Occasion/Event	Theme	Product	MIS
Spring	Valentine's Day	Custom Heart Boxes, Chocolate Boxes	LE Truffles	Strawberries
	Easter		Custom Chicks	
	LE Greek Frozen Yogurt			
	Mother's Day		LE Truffles	
	Major Launch Salt Water Taffy	Bulk Fill in-store, etc.	Individual flavor boxes, bulk fill	N/A
	St. Patrick's Day?			
Summer	Summer Fun			
	LE Summer Ice Cream	TBD		
	Father's Day	Tin of nuts?		
Fall	Fall/Harvest	Drinking Chocolate Line	Take-it-home & in-store DC	
	LE Fall Ice Creams	TBD		
	Halloween			
	Thanksgiving			
	Savory Truffle Promotion			
Winter	Holiday 2013	"Another Nutcracker Christmas"		
	LE Holiday Ice Creams	Grandfather Nutcracker		
		LE Ice Cream TBD		



Kilwins Regional Meeting

- ***Exceptional Customer Experience***

Quarterly Winners

- Brenda Lubkiewicz – Huntersville, NC
- Jeffrey Summers – Petoskey, MI.
- Trent Chavis – Charleston, SC.
- Shannon Duckworth - Holland, MI.



Kilwins Regional Meeting

- Sales Achievement Recognition
- Franchise Renewals



Kilwins Regional Meeting

- Lunch / Conclusion

"Sweet in every Sense since 1947"