

Kilwin's[®]

Chocolates · Fudge
Ice Cream



Kilwin's

Yesterday,
Today
& Tomorrow

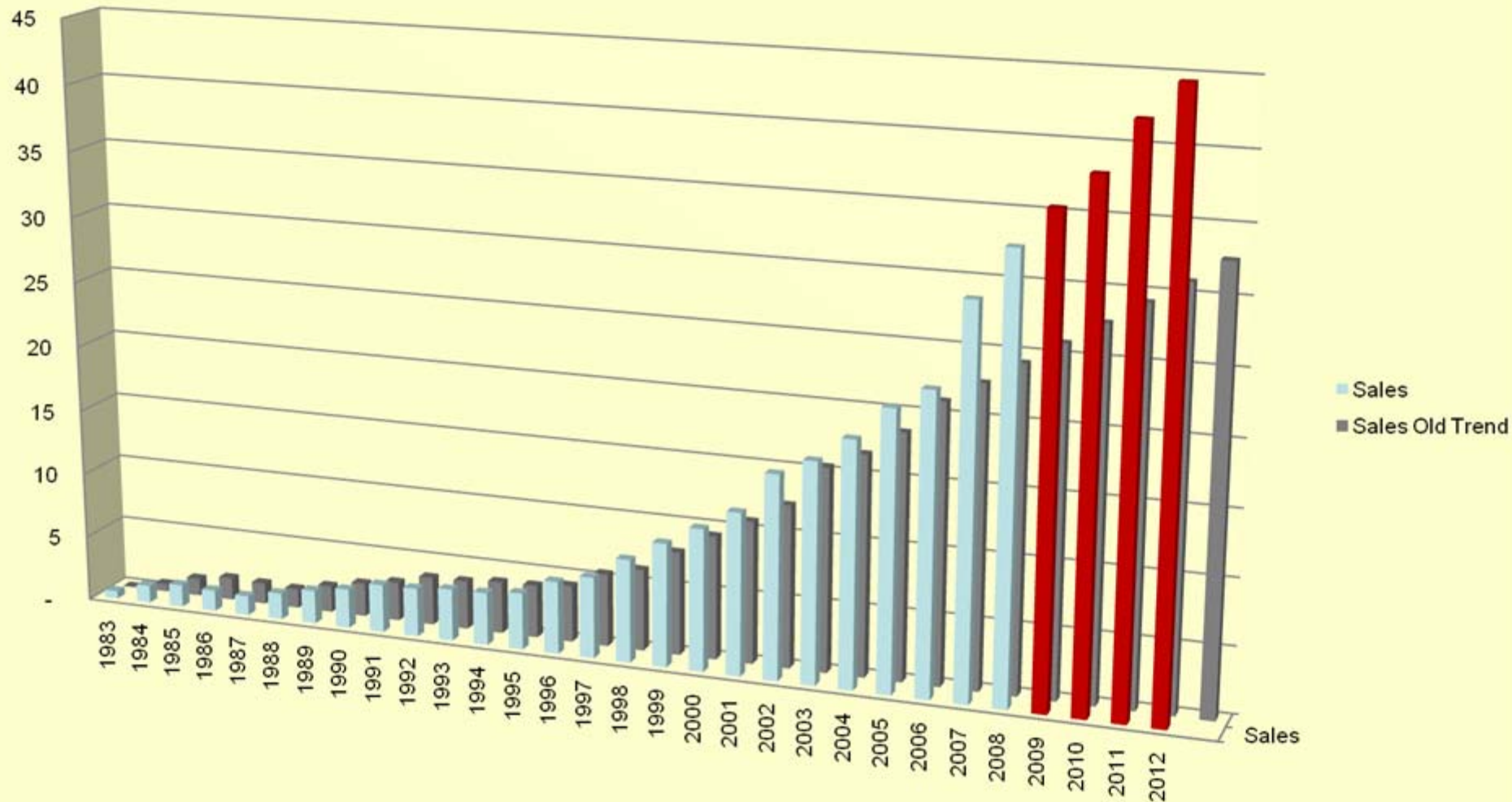
Kilwin's

Leveraging the Kilwin's® Brand

- 1. Sell more and be more profitable**
- 2. Use our competitive advantage**
- 3. Quality, quality, quality**

Kilwin's Retail Sales

Dollars (Millions)





	<i>Ave. sales</i>	<i># of units</i>	<i>tot. sales</i>
Kilwin's	\$ 492,000	69	34
Dairy Queen	439,000	5695	2,500
Baskin Robbins	221,000	5874	1,300
Coldstone	354,000	1437	508
Carvel	252,000	541	136
Rocky Mountain Choc	338,000	334	113
Marble Slab	230,000	391	90
Rita's Water Ice	169,000	535	90



Don and Katy Kilwin about 1947



Katy Kilwin at Kilwin's Bakery



Kilwin's Bakery in the 60's



A new
enrober –
1960's 8



Don Kilwin – candy in the 70's

Katy Kilwin in the 70's



Saugatuck's fudge cases – 1970's





Wayne
Rose
1980's

1994





40 items (including 8 flavors of ice cream) account for:

An average of 52% of our store's sales

As much as of 70% of a store's sales

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