



A Pittsburgh Tradition Since 1938

FAMILY OF FUNDRAISING PROGRAMS

CHRISTMAS EASTER CANDY BARS PRETZEL RODS CHOCOLATE ROSARY

Betsy Ann Chocolates is widely recognized as Pittsburgh's best candy.

Our quality reputation makes your fundraiser sell more products & earn more profits than any you will find.

CHRISTMAS & EASTER



A perfect opportunity

People always buy chocolates for holidays and we offer our most popular selections that everyone loves.

How our holiday programs work

Easy to use sales brochures are distributed to participants to collect advance orders. Orders are transferred to master sheets and turned in to chairperson. Chairperson turns in orders to Betsy Ann to be filled and delivered to your organization in two weeks. Participants then deliver orders each customer.

Products sell themselves

Using our attractive brochure. Simply show the brochure & collect orders. It's really that easy!

Distribution is quick & easy

We pack each salesperson's order separately for superior organization.

Christmas & Easter Profits	
Volume Sold	Profit
\$0 - \$2500	35%
\$2501 - \$10,000	38%
\$10,001 +	40%

Christmas and Easter profit example

\$2500 sales = \$875 profit
 \$7500 sales = \$2850 profit
 \$22,500 sales = \$9000 profit

Contact Our Fundraising Department: 412-931-4288 X2000 office@betsyann.com www.betsyann.com

CHOCOLATE BARS



Not your average candy bar

Each bar is almost 1/4 lb of the best chocolate ever tasted. Available in milk chocolate, dark chocolate and milk chocolate with crisp rice.

Giant bars, giant profits - \$3 each

Bars sell for \$3. The same effort to sell a \$1 bar yields a \$3 sale. Everyone loves these bars and no one ever complains about price. Why not get three times the sales and profits for the same amount of effort.

How bar & rod programs work

Set a goal for the amount of money your organization wants to raise. Calculate the number of boxes to reach your goal. Place your order. Distribute products to salespeople. Congratulate your group for the most profitable fundraiser you ever held.

Chocolate Bar Profits				
Boxes 12/ea	Profit	Retail / Box	Cost	Profit/Box
1-96	40%	\$36	\$21.60	\$14.40
97-150	45%	\$36	\$19.80	\$16.20
151+	50%	\$36	\$18	\$18

Chocolate Bar Profit Example

Sell 75 boxes = \$1080 profit
 Sell 150 boxes = \$2430 profit
 Sell 300 boxes = \$5400 profit

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PRETZEL RODS



Pretzel Rods Profits

Boxes (24 ea)	Profit	Retail / Box	Cost	Profit/Box
1-90	40%	\$54.96	\$32.98	\$21.98
91-150	45%	\$54.96	\$30.23	\$24.73
151+	50%	\$54.96	\$27.48	\$27.48

Pretzel Rod Profit Example

Sell 60 boxes = \$1318.80 profit
 Sell 120 boxes = \$2967.60 profit
 Sell 180 boxes = \$4946.40 profit

- No minimum orders
- Reorders quickly filled
- Chocolate Bars packed only 12/box - Pretzel Rods packed only 24/box
- Free local delivery on 24+/boxes
- These top quality products practically sell themselves
- Truly the easiest fundraiser you will ever experience

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PEANUT BUTTER PRETZEL RODS



Peanut Butter Rod Profits

Boxes (24 ea)	Profit	Retail / Box	Cost	Profit/Box
1-90	40%	\$72	\$43.20	\$28.80
91-150	45%	\$72	\$39.60	\$32.40
151+	50%	\$72	\$36.00	\$36.00

Pretzel Rod Profit Example

Sell 60 boxes = \$1728 profit
 Sell 120 boxes = \$3888 profit
 Sell 180 boxes = \$6480 profit

Everyone loves pretzel rods, but add peanut butter and it's fanatical - Only \$3

Two large size rods (not the mini-size rods) covered with peanut butter and then a generous coating of pure milk chocolate make these the most irresistible fundraiser. Peanut Butter Pretzel Rods come two in a pack. With your selling price at only \$3 they practically sell themselves.

AND

Did you know? Chocolate fundraisers outsell every other fundraiser, hands down!

Tips for a successful fundraiser

Ask family & friends to support your organization. Most are happy to be able to support your efforts. Sell at work and at outings. Ask businesses to put displays on their counters. Ask grocery and large discount stores for permission to sell in front of their stores. It's so easy you can sell almost anywhere.

Our Guarantee - Great products, great service, and great profits! And never any hidden costs.