

July 24, 2009

Good morning, and thanks for tuning in to CANDYMAIL, your email newsletter with news about the confectionery and chocolate industry . . . www.patmagee.com.

Confectionery Datebook . . . PMCA is encouraging early registration for its November 10-13 Panned Confections Workshop. A limited number of seats is available for the course that will be held in Skokie, IL, at the Georgia Nut Company facility. Students will be instructed in all aspects of chocolate, hard and soft, and sugar-free panning through lectures and hands-on sessions. More information on the course is available at PMCA's Web site, www.pmca.com, by contacting the PMCA office at +1-610-625-4655 (phone), or emailing info@pmca.com.



Above, David Jones, RCI President, and his wife, Janet Jones, proud owners of Hansel & Gretel Candy Kitchen, Inc., Helen, GA, enjoy the convention's dinner dance (see story below).

Reviewing RCI . . . Excitement and nostalgia were the names for the days of the Retail Confectioners International's 89th Convention and Industry Exposition June 8-12, in Dearborn, MI. More than 300 registrants for the event included 100 attendees who signed up at the door, which pleased many of the 40-plus exhibitors. RCI members shared with *CANDYMAIL* that the "tour days were good," as well as "we needed more chocolate company visits." The Candy Clinic was "great," as always, and yielded success through awards given to old-timers as well as first-time RCI show attendees. While the Annual Meeting for the membership began like a wake regarding RCI's recent past-year challenges, it ended as a pep talk about the years to come. Don Hurt, Old Kentucky Candies, a past president of RCI, and host of next year's 90th Annual Convention and Industry Exposition, June 22-27, 2010, Lexington, KY, announced, "Each member is challenged to bring another member, so that we will have 500 people there!" Outgoing president, Fran Cox, Dorothy Cox's Candies, Inc., oversaw elections to the board, and turned the reins over to David Jones, as President of RCI. At the final banquet and dinner

dance, Cox presented his President's Choice Award to Jerry Huard, of Merckens Chocolate Co.; and Jones gave the prestigious Henry J. Bornhofft Award to Randy Hofberger, of R&D Candy Consultants, LLC. www.retailconfectioners.org.

Women in Confectionery: Stirring it up



Above (l-r) Marion Cummings, Cummings Studio Chocolates, Salt Lake City, UT, tells Joan Sweeting, Madelaine Chocolate Co., that Cummings is celebrating its 85th year in business. Marion was the first Sweet Heart, featured in the June 26, 2009 edition of *CANDYMAIL*. At right, new seasonal games such as *Halloween Hunt*, featuring purple packaging, are introduced at the RCI show.

TO OUR SWEET HEARTS . . . in other words, women who create success . . . Joan Sweeting, Vice President Sales & Marketing, Madelaine Chocolate Company, Rockaway Beach, NY, stirs up success at both RCI and the NCA's All Candy Expo (A.C.E.) with new products and celebrations for the company's 60th anniversary. Madelaine's new Haunted Hunt game features 16 assorted chocolate characters such as a witch, ghost, mummy, and skeleton, hiding behind an opening on the paperboard card, with a trick to solve riddles that reveal a gourmet chocolate treat tucked into each hiding space. At RCI, Sweeting's invitation to the Madelaine booth brought smiles and applause with poured bubbly in sparkling glasses and a purple-iced birthday cake to match the company logo (scroll down page for photo) . . . For info please visit www.madelainechocolate.com. . .



To create a buzz at the RCI convention, Joan Sweeting (center), and Lisa Shepherd (left) serve up Madelaine Chocolate Co.'s 60th anniversary with huge slices of purple-iced chocolate cake. At right, Diane Trout, of The Blommer Chocolate Co., joins in the celebrations. Ice cream from Graeter's Inc., Cincinnati, OH, adorn the tables, too.

On the shelf: Zeroing in on Market Expansion . . . Business Insights, the U.K.-based strategic marketing company, offers its latest analysis of the trends in the worldwide confectionery industry in a report entitled *Innovations in Confections*. The report confirms the widely accepted notion that, in general, confectionery is a mature market. But it also presents an analysis of the market segments and regions that offer growth opportunities for confectionery manufacturers and marketers. *Innovations in Confections* reveals an abundance of advantageous market conditions in the confectionery sectors of Eastern Europe and Asia, and the healthy snacking, upscale confectionery, Fair Trade and organic categories. For more information on obtaining *Innovations in Confections*, contact Marketing Executive Caroline Hansen, Business Insights, at +44 (0) 207 675 7008 (phone); +44 (0) 207 900 6688 (fax); or chanson@globalbusinessinsights.com.

CONDOLENCES . . . The Birnn family mourns the loss of Charles Edward Birnn, of Monroe Township, NJ, who died June 4 at the age of 85. Birnn (1924 – 2009) was a second-generation candymaker who joined his father, Charles Henry Birnn, founder of Birnn Candy, Highland Park, NJ, after a distinguished career as a cellist. He is survived by wife Jane Birnn; eldest son, Jeff (Jane) Birnn (Birnn Chocolates of Vermont), and granddaughter Julia of Grand Isle, VT; youngest son, Bill (Janet) Birnn (Birnn Chocolates of Vermont); and daughter Andrea (John) Cunnell (Birnn Chocolates, NJ), and grandsons Charles and Philip of Somerset, NJ. For more info please contact Michael Felber at mikef@birnn.com.

THANKS FOR TUNING IN to CANDYMAIL's summer, monthly email newsletter. . . If you don't wish to receive, reply "please remove".

Yours Truly, Pat Magee, Editor/Publisher; and Susan Tiffany, Contributing Editor.