

October 15, 2009

Thanks for tuning in to CANDYMAIL and welcome to new subscribers!

<http://www.patmagee.com/IndustryEvents.aspx>.

Candy Hall of Fame . . . In a few short days 12 individuals and two historical confectionery originals will be inducted into the National Confectionery Sales Association's **Candy Hall of Fame** . . . With too little room at prime time we request readers to please visit the site www.candyhalloffame.org for all the details! *CANDYMAIL* will see you there.

Supplier Success . . . Congratulations to **Barry Callebaut LLC**, Zurich, Switzerland, for winning *PMT magazine's* 2009 Packaging Line of the Year Award for its automated, sustainable packaging line installed at the chocolate company's Eddystone, PA, facility . . . The *PMT* award, sponsored by the publication from Packaging Machinery Manufacturers Institute (PMMI), Arlington, VA, is the packaging industry's most prestigious recognition of packaging line innovation and engineering excellence . . . The award-winning result took Barry Callebaut from a labor-intensive packaging system to a fully-automated, end-of-line packaging solution from BEUMER Corp., Branchburg, NJ, that cut materials used by more than 20 percent and increased output capacity by 230 percent . . . BEUMER, along with strategic partner Behn + Bates, Conyers, GA, a division of Haver Filling Systems, Inc., designed the innovative line that features an automatic bagging system, stretch hood pallet packaging system, and robotic palletizing system. The line also includes checkweighing technology from Mettler-Toledo Hi-Speed, of Ithaca, NY . . . for more info please see www.pmmi.org.

Women in Confectionery: Doing things differently

Ines Rehner of Sweet Designs, Inc., follows an unconventional path to success, reaping the reward of steady sales despite local business challenges

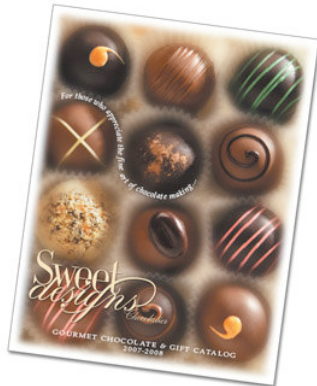
In her 14 years as a chocolatier, Ines Rehner has not followed normally accepted business strategies for growth. And she's not about to start now! From her earliest days in business, Ines employed limited marketing and advertising campaigns to grow Sweet Designs, the Lakewood, OH-based retailer.



Now she has stopped altogether, relying solely on her company's reputation for growth. Ines says, "It took time for people to try my product. As long as I kept true to my quality and service they remembered me. Now what's happening is customers come to me without me advertising. Why am I going to spend money when business is coming to me?" While Ines continues to publicize Sweet Designs through her mail order catalog and Web site where orders can be placed (www.sweetdesigns.com), a move four years

ago to a new location in Lakewood provided Ines with increased square footage and visibility and an increase in sales of nearly 25 percent. Her extensive renovation of the new storefront brought accolades from the Lakewood City Council and Chamber of Commerce.

Those awards brought more recognition from chocolate lovers within the community and beyond. Publicity may have brought more customers to Sweet Designs' door, but it's the quality and freshness of Ines' chocolates that keeps them returning again and again. She advises those who want to become a chocolatier: "Don't sacrifice quality for growth. I started this business because I really love chocolate not to see how fast I can



make money.

If I were to grow more than 15-20 percent a year I might not be able to keep up with that pace and then I might have to start cutting down on quality. That would hurt the business. Growing at a steady pace is a lot smarter in the long run." Sweet Designs' hometown of Lakewood borders Cleveland, a city that was hard hit by the housing foreclosure crisis. Yet Ines' business has not seen a drop in sales. "Our sales have been steady in the last year," Ines says. "There is always money left for something special and when my customers think of something special they think of my chocolate." – by Susan Tiffany, Contributing Editor.

MARK YOUR CALENDAR ... for the Western Candy Conference, March 24-28, 2010, at the J.W. Marriott, Ihilani, Resort & Spa, in Kapolei (Oahu), Hawaii.

Here and There ... Kudos during the Retail Confectioners International (RCI) regional seminar in Seattle, WA, September 23-26, goes to RCI and dedicated organizers in the locale ... Stay tuned for upcoming events, or look at our Industry Events page, <http://www.patmagee.com/IndustryEvents.aspx>

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