

ADDITIONAL CHANGES IN 1971 HALLOWEEN LINE

<u>ITEM</u>	<u>CHANGE FOR 1971</u>
No. 71 Mellowcreme Pumpkins	Discontinued
No. 76 Indian Corn	Discontinued
No. 79 Autumn Mix	This item replaces Nos. 71 & 76
No. 121 Halloween Jelly Beans	Discontinued
No. 166 Harvest Jelly Pumpkins	Discontinued
No. 221 Halloween Peanut Butter Kisses	Discontinued
No. 227 Staple Peanut Butter Kisses	Listed instead of 221
No.1-041 Bag of 70 Butterscotch Pops	Reduction to 65 pops per bag
No.1-042 Bag of 70 Root Beer Pops	Discontinued
No.1-045 Picture Pops	Pre-pricing is dropped
No.7-045 Box of 120 Picture Pops	Discontinued
No.5-070 Candy Corn	24 Bags/case instead of 18/case
No.7-079 Autumn Mix	24 Bags/case instead of 18/case
No.1-102 40 Large Treat Paks	Discontinued
No.7-166 Harvest Jelly Pumpkins	Discontinued
No.5-191 Assorted Perkys	Discontinued
No.5-228 Milk-Maid Caramels	No count on bag. Change from header bag to flat bag -- harvest design
No.5-218 60 Licorice Rolls	Discontinued
No.5-242 65 Caramel Rolls	Count reduced to 55. Vanilla only.
No.5-261 60 Choc. Caramel Rolls	Discontinued
No.5-262 65 Peanut Butter Rolls	Count reduced to 55
No.5-263 75 Taffy Broomsticks	Count reduced to 65
No.22-405 30/3¢ Boxes Lemon Drops	Discontinued
No.6-221 Halloween Peanut Butter Kisses	Prepriced 49¢ - harvest design bag
No.5-752 40 Peanut Butter Bars	Discontinued
No.5-762 40 Junior Mint Bars	Discontinued
No.24-755 30 Foiled Mints	Discontinued

## BRACH'S HALLOWEEN PICK-A-MIX PROMOTION

Brach's Halloween Pick-A-Mix Promotion offers a proven outstanding opportunity for you to generate plus business for Halloween. You can increase your share of the market and your customer gets a more profitable product mix. Selling "Trick-or-Treats" by the pound means that you can:

1. Increase spot business
2. Capture new customers
3. Open new business with existing customers

From experience we know that it takes a terrific selling job to get display space during this time period. Our men who were successful in 1968, 1969 and 1970 added one and one-half million pounds of plus business to our Pick-A-Mix tonnage. We would like everybody to at least test the potential in their own territories since the increased sales can be substantial. This year we also have promotional allowances on all of the top selling Pick-A-Mix items. We should be able to sell every customer on merchandising Pick-A-Mix for Halloween.

To broaden the display opportunity in 1971 we have two new motion displays. A 36 and 18 case deal set-up offers an outstanding display opportunity with minimum space requirements for retailers. The two displays are described and illustrated in the Halloween brochure in full color. A separate Halloween full-color Pick-A-Mix brochure is also available. We have ordered enough displays to go over the two million pound plus level. Quantities are limited, however, and they will be sold on a first-come, first-served basis.

NOTE: You will be kept informed of availability.

#99-643 Halloween PAM Witch Spectacular - Motion CR 36

#99-642 Halloween PAM Hobgoblin Spectacular - Motion CR 13

The Halloween Pick-A-Mix displays will be available for shipment from August 23 on. Also note the attached Halloween Pick-A-Mix bag ... these bags will automatically ship with all Pick-A-Mix orders from August 23 to September 25. The Halloween Pick-A-Mix Bags will be designated by stock #99-630 H. Use the suffix on orders you write.

### FOR YOUR PERMANENT STAND PICK-A-MIX CUSTOMERS

A special Pick-A-Mix stand decorating kit consisting of six colorful Halloween figures is available. This kit, #99-676, can be ordered with 10 cases of Pick-A-Mix candies. A flash sheet on this display is in your portfolio. With the new allowance program every PAM stand should be merchandised for Halloween. Work up a deal approach for 1971.

### SALES AIDS

Additional quantities of Halloween Pick-A-Mix sales brochures and flash sheets on the permanent Pick-A-Mix Halloween decorating kit are available on request. Order these items on your Halloween Sales Aids Order Form.

HALLOWEEN PICK-A-MIX PROMOTION - SALES EXPERIENCE

1. Pick-A-Mix sales were plus for the retailer and did not significantly affect the Halloween package promotions. Halloween clean-up was no problem. This opens up a big potential for us to work promotional Pick-A-Mix into all of our customers' selling plans.
2. Heavy sales as early as September 10 and continuing through Halloween resulted in re-orders with many customers continuing on into November.
3. Permanent Pick-A-Mix stand customers were pleased with the Halloween decorator kits and increased sales resulted.
4. Nearly all of the 1968 and 1969 customers repeated in 1970. One new order in 1970 was over \$100,000 at our selling price.

If you didn't use Halloween Pick-A-Mix promotions to increase your personal earnings in 1970, here's another chance. We expect you to take advantage of it. This is a promotion for every territory in 1971!

P.S. ADDITIONAL AVAILABLE DISPLAYS:

		<u>Quantity</u>	(First come - First served)
99-647	60 cs. Halloween Carousel	72	
99-643	30 cs. Halloween Candy Go Round	100	

RECOMMENDED DEAL ASSORTMENTS

FOR HALLOWEEN CUT CASE PICK-A-MIX<sup>R</sup>

<u>ITEM</u>	<u>18 CS.</u>	<u>36 CS.</u>	<u>COST/ CASE</u>	<u>RETAIL/ CASE</u>
191 PERKYS 30 LB.	2	2	\$ 9.15	\$14.70
195 ORANGE PERKYS 30 LB.	2	2	9.15	14.70
201 ROYALS 30 LB.	2	2	10.72½	14.70
203 TARGETS 30 LB.		2	10.05	14.70
212 TOFFEE 33 LB.			11.79¾	16.50
222 VANILLA CARAMEL BULLIES 30 LB.			9.67½	14.70
227 PEANUT BUTTER KISSES 30 LB.	2	2	8.47½	14.70
228 MILK MAID CARAMELS 36 LB.		3	11.52	17.64
229 JELLY NOUGATS 30 LB.		3	9.37½	14.70
235 LICORICE BULLIES 30 LB.	2	2	8.92½	14.70
255 NEAPOLITAN COCONUT 34 LB.	2	3	11.73	16.66
403 ROOT BEER BARRELS 32 LB.	1	2	9.20	15.68
403 FRUIT FLAVORED BARRELS 32 LB.		3	9.20	15.68
436 STARLIGHT MINTS 28 LB.	1	2	8.40	13.72
437 CINNAMON BALLS 32 LB.			9.20	15.68
438 BUTTERSCOTCH DISKS 31 LB.	2	2	8.91¼	15.19
439 CINNAMON DISKS 31 LB.		2	8.91¼	15.19
442 SOUR BALLS 32 LB.	1	2	9.20	15.68
736 CHOCOLATE CREME DROPS 26 LB.			10.01	12.74
737 ASSORTED CHOCOLATES 28 LB.	1	2	11.27	13.72
739 CHOCOLATE MINT CREMES 23 LB.	—	—	10.99	13.72
TOTAL CASES	13	36		
TOTAL ITEMS	11	16		
TOTAL COST	\$172.20	\$350.22		
TOTAL RETAIL @ 2LBS./\$1.00	\$275.00	\$560.00		
GROSS MARGIN	\$102.80	\$209.78		
% MARK-UP	37.38%	37.46%		

HALLOWEEN CUT CASE WORK SHEET  
FOR CUT CASE PICK-A-MIX @ 59¢/lb.

<u>ITEM</u>	<u>COST/CS</u>	<u>RETAIL/CS</u>	
191 PERKYS	\$ 9.15	\$17.70	_____
195 ORANGE PERKYS	9.15	17.70	_____
201 ROYALS	10.72½	17.70	_____
203 TARGETS	10.05	17.70	_____
212 TOFFEE	11.79¾	19.47	_____
222 VANILLA CARAMEL BULLIES	9.67½	17.70	_____
227 PEANUT BUTTER KISSES	8.47½	17.70	_____
228 MILK MAID CARAMELS	11.52	21.24	_____
229 JELLY NOUGATS	9.37½	17.70	_____
235 LICORICE BULLIES	8.92½	17.70	_____
255 NEAPOLITAN COCONUT	<b>11.73</b>	20.06	_____
403 ROOT BEER BARRELS	9.20	18.88	_____
403 FRUIT FLAVORED BARRELS	9.20	18.88	_____
436 STARLIGHT MINTS	8.40	16.52	_____
437 CINNAMON BALLS	9.20	18.88	_____
438 BUTTERSCOTCH DISKS	8.91¼	18.29	_____
439 CINNAMON DISKS	8.91¼	18.29	_____
442 SOUR BALLS	9.20	18.88	_____
736 CHOCOLATE CREME DROPS	10.01	15.34	_____
737 ASSORTED CHOCOLATES	11.27	16.52	_____
739 CHOCOLATE MINT CREMES	10.99	16.52	_____

59 PAM

# HOW TO FIGURE YOUR SPACE REQUIREMENTS

TO FIGURE SPACE FOR A LISTING, USE 6 ITEMS PER INCH AS MAXIMUM GUIDE. IF YOU WANT LARGER TYPE, AND MORE SPACE, FIGURE 4 ITEMS PER INCH.

SEE ILLUSTRATIONS BELOW FOR EXAMPLES . . . .

## THIS IS A SAMPLE OF 6 ITEMS TO THE INCH

_____	5-101	Satchel of 70 Party Paks	24/23 oz. satchels	00.00	.00
_____	5-104	Bag of 100 Candy Treats	24/18 oz. bags	00.00	.00
_____	5-242	Bag of 55 Caramel Rolls	24/17 oz. bags	00.00	.00
_____	5-259	Bag of 115 Taffy Rolls	24/16 oz. bags	00.00	.00
_____	5-262	Bag of 55 Peanut Butter Rolls	24/15½ oz. bags	00.00	.00
_____	5-263	Bag of 65 Taffy Broomsticks	24/19 oz. bags	00.00	.00

## THIS IS A SAMPLE OF 4 ITEMS TO THE INCH

_____	5-101	SATCHEL OF 70 PARTY PAKS	24/23 oz. satchels	00.00	.00
_____	5-104	BAG OF 100 CANDY TREATS	24/18 oz. bags	00.00	.00
_____	5-242	BAG OF 55 CARAMEL ROLLS	24/17 oz. bags	00.00	.00
_____	5-259	BAG OF 115 TAFFY ROLLS	24/16 oz. bags	00.00	.00

REMEMBER:

SIZE OF PAPER

PRINTING AREA

8½ x 11

8 x 10½

8½ x 14

8 x 13

E. J. BRACH & SONS  
Halloween Candies  
October, 1971

Brach's Halloween Commercial  
60 Seconds  
Radio-TV

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VIDEO

(M.C.U.) BRACH'S  
HALLOWEEN CANDIES IN  
DISHERS WITH HALLOWEEN  
MASKS AND ORANGE &  
BLACK CREPE STREAMERS

STORE LOGO

(C.U.) BRACH'S  
HALLOWEEN CANDIES IN  
PACKAGES

OPTIONAL-STORE  
LOGO  
(SUPER-IMPOSED).

AUDIO

ANNOUNCER: (V.O.) The quickest way to win over Halloween goblins is to give them delicious Brach's\* Trick or Treat Candies. Youngsters love 'em ... and mothers know every piece of Brach's is dependably pure, fresh and wholesome.

To choose from a wide variety of Brach's Trick or Treat Candies, be sure to shop your (STORE NAME).

At (STORE NAME) you'll find such popular Brach's favorites as Party Paks and Candy Treats ... Fruit-Flavored Pops ... Individual Box Paks ... Luscious Caramel Rolls ... Assorted Mellowcremes ... Candy Corn ... Indian Corn ... Autumn Mix ... Peanut Butter Bars ... Jelly Beans ... Mint Bars ... and assorted candy Trick or Treats.

And when you're shopping for all of these Brach's Halloween goodies at (STORE NAME), be sure to take advantage of Brach's Special 25¢ Coupon Offer. Complete details are available at (STORE NAME) Brach's Halloween candy display. Don't miss this opportunity for extra savings when you buy Brach's Halloween candy.

\*(Pronounced BROX)  
H-R-TV-71

IMPORTANT NOTICE: During the week of April 19, we will AUTOMATICALLY send you the following Harvest Candy - Halloween Sales Aids material: 10 HC-H Portfolio Covers, 20 HC-H Sales Brochures, 20 Halloween P-A-M Sales Brochures, 5 FVD and 5 J Catalogs, 10 L - 2 N - 5 J Price Lists, 10 D and 10 J HC Allowance Sheets. Use the Order Form below to order additional quantities of these items, plus the material on which you are not receiving automatic distribution.

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 April 8, 1971

TO: DICK SMITH  
 MARKETING DEPARTMENT  
 CHICAGO

HARVEST CANDIES - HALLOWEEN SALES AIDS ORDER

<u>CODE NUMBER</u>	<u>ITEM</u>	<u>QUANTITY</u>
HCH-71	Harvest Candies & Halloween Portfolio Covers	___ Paks of 10
HSB-71	Harvest Candies & Halloween Sales Brochure	___ Paks of 20
H-PAM-71	Halloween Pick-A-Mix Sales Brochure	___ Paks of 20
HM-1	Halloween Masthead Multilith Sheet	___ Ones
HM-2	Halloween Display Multilith Sheet	___ Ones
HM-3	<u>Harvest Promotion</u> Multilith Sheet	___ Ones
HM-4	Halloween Pick-A-Mix Multilith Sheet	___ Ones
H-99-676	Halloween Pick-A-Mix Trim Kit Flash Sheet	___ Paks of 20
HC-R-TV-71	Harvest Candies Radio-TV Commercial	___ Ones
H-R-TV-71	Halloween Radio-TV Commercial	___ Ones
----	"D" Harvest Promotion Allowance Sheets	___ Paks of 10
----	"J" Harvest Promotion Allowance Sheets	___ Paks of 10
----	Halloween Tote Bag	___ Ones
----	Halloween Pick-A-Mix Bag	___ Ones

Mail To: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Terr. No.: \_\_\_\_\_



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----	Halloween Tote Bag	____ Ones
----	Halloween Pick-A-Mix Bag	____ Ones

Mail To: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Terr. No.: \_\_\_\_\_

E. J. BRACH & SONS  
Harvest Candies  
August - September, 1971

Brach's Harvest Candies Commercial  
60 Seconds  
Radio-TV

VIDEO

STORE LOGO

M.C.U. OF BRACH'S  
HARVEST CANDIES  
DISPLAY FILLED WITH  
PACKAGED BRACH'S  
HARVEST CANDIES

C. U. - PAN OVER FIVE  
CANDY DISPLAYS - EACH  
SHOWING BOTH CANDIES  
IN THE PACKAGE AND IN  
A DISH

STORE LOGO

M.C.U. OF BRACH'S  
HARVEST CANDIES  
DISPLAY

AUDIO

ANNOUNCER: (V.O.) Your (STORE NAME) has a special treat for you! (STORE NAME) knows this is the time of year you start to yearn for your favorite Fall candies.

To satisfy your sweet-tooth, (STORE NAME) has gathered a big supply of fresh Brach's\* candies and is featuring them in this colorful Brach's Harvest Candies display.

All your Fall favorites are here ... including Candy Corn and Indian Corn ... Mellowcremes and Mellowcreme Pumpkins ... Autumn Mix and Milk-Maid Caramels ... Root Beer Barrels and Butter-scotch Disks ... plus Assorted Royals and Toffee.

With this wide variety of Brach's Harvest Candies on sale now at (STORE NAME), there's no point in waiting to enjoy your favorite Fall candies.

So during your next (STORE NAME) shopping trip ... give yourself a treat ... pick up several bags of Brach's fresh Fall candies from this special Harvest Candies display.

\*(Pronounced BROX)

HC-R-TV-71

**CollectingCandy.com**