



# ***Sweet Success: 9 Tips for Selling Candy and Snacks***

Featuring



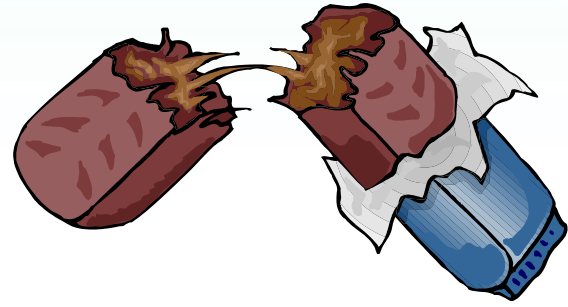
**Sean Norris**  
Editor  
*Promo Marketing*

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**Why candy?**

**What kind of promotions can  
I use it for?**

**How is my logo going to fit  
on a gummy bear?**



# 1. Sell the emotional connection, not just the food



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## 2. Don't compromise on quality

- 🍬 Make sure it tastes good!
- 🍬 Taste > Price
- 🍬 Customers will know low quality



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# 3. The outside counts, too





# 4. Form and function



Packaging can be functional!



Go classy with gift towers



Resealable packaging = longer logo exposure!



## 5. Use 'em year round!

Americans eat about **24.5 LBS.**  
of candy each year

5,000



2,200



# 5. Use 'em year round!



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## 6. It's not just candy



Nuts, brownies,  
cookies, beef jerky



Coffee/Hot cocoa/tea



Bundled gift sets with  
variety



# 7. Match the message

“Hot” new product



“Seeing green” \$\$\$

“Nuts” about our employees!



## 8. Good food, good cause

- 🍬 Health awareness promotions
- 🍬 Nuts have health benefits
- 🍬 Gum/mints good for teeth
- 🍬 Chocolate lowers blood pressure



## 9. Safety first



Supplier should list ALL ingredients



Shipping up to health/safety standards



Ensure freshness





Brittany David  
National Sales Manager  
SnugZ USA





# Why give food as a gift?



Practical and useful



Universal in its appeal

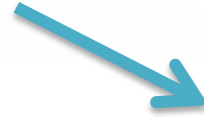


Instant gratification



# The chocolate effect

- 🍬 FENETHYLAMINE aka PEA aka “the Love Drug”
- 🍬 Affects blood pressure & blood sugar levels
- 🍬 Creates excitement and alertness





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# Selling points



Quality product



Economical price point



Creative and unique fills and packaging



Great customer service



# Selling points



All USA-made



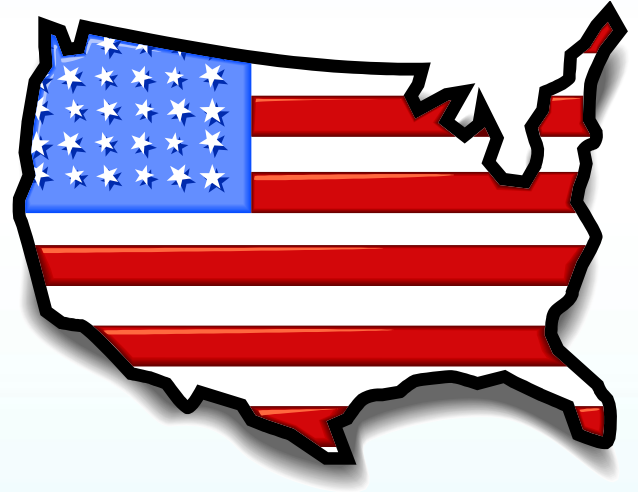
High quality



Local retailers



Everything made fresh



# Selling points

-  All USA-made
-  High quality
-  Local retailers
-  Everything made fresh



# Selling points



All USA-made



High quality



Local retailers



Everything made fresh



**Salt water taffy**

**Gummy bears**

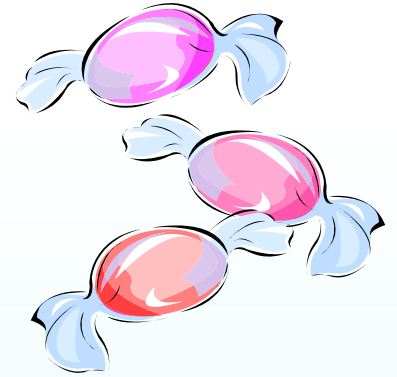
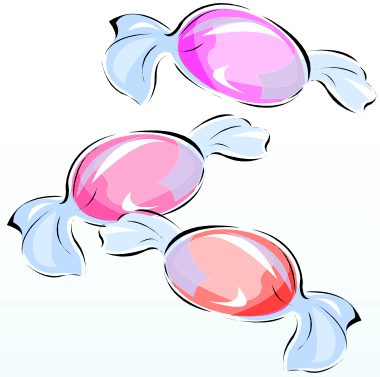
**Chocolate-covered**

**cinnamon bears**

**Chocolate-covered**

**sunflower seeds**

**Beef jerky**





# Packaging options



Safety fresh



Heat sealed



Tubes

# Saving customers money

- 🍬 Edible items may already be budgeted for events
- 🍬 Outside food allowed at hotels if it's branded
- 🍬 Great for fundraisers
- 🍬 Easy to pair with other items



# Great for self-promotions

(And cheesy taglines!)



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# Great for self-promotions

(And cheesy taglines!)



**“Let us spice up your  
marketing!”**



# Great for self-promotions

(And cheesy taglines!)



“Chew on this  
sweet idea!”

# Great for self-promotions

(And cheesy taglines!)



“Thank you beary  
much!”



# Have a taste!



We offer complimentary virtuals



Random sample with shipper number





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