

The Nutty Bavarian News

Licensee Newsletter

Edited By David Brent, President

Fall 2009

The Nutty Bavarian Crosses the Pacific

New Nutty Bavarian locations opened up this year in Australia, New Zealand and Japan. David Zangenberg recently completed a trip to all three countries. Taka and Fran Mori, who first introduced The Nutty Bavarian into Hawaii have transferred their operations to Japan. The first location is in the Bay Quarter Yokohama. Brian Findlater with his daughter, Sara have already opened up 15 locations in Australia while his son Graham Findlater is rapidly approaching his 10th location in New Zealand.



Lining up for samples in Yokohama, Japan



David, Brian and friend in Australia

New Flavor Cups

The Nutty Bavarian is now packaging its proprietary flavoring in easy to open cups. The flavoring is more concentrated making it easier to handle and helping to reduce shipping costs. No scissors are required to open the flavor cup, simply lift the foil lid and pour into the kettle along with a package of nut mix and one cup of water. There is no change to the recipe, it is just easier to use! The new flavor cups will start shipping around the Thanksgiving Holiday.

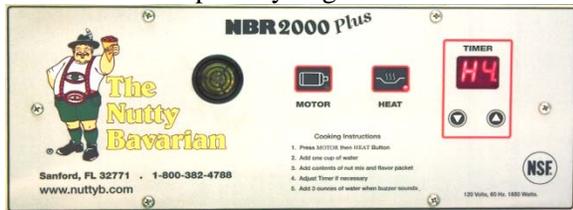


Redesigned Website

The Nutty Bavarian has completely redesigned its website. The website contains specifications on the Nutty Bavarian nut roaster, carts, nut warmers and portable hand sinks. You can check out the key personnel page and see pictures of the people that you talk to on the phone but never get to meet in person. There is even a private area for Licensees that contains manuals, training videos and artwork for downloading. Check out the new website at www.nuttyb.com and call us for the username and password to login to the proprietary page.

Digital Temperature Controller

The NBR2000 automated nut roaster now comes with an updated controller. The new controller features improved software, updated electronic components and a digital display. The temperature can now be set digitally to half degree increments. Once the controller reaches the set temperature it displays the remaining minutes and seconds until the batch is done. The redesigned faceplate has flush switches and a vinyl overlay allowing for easy cleanup. A video of the roaster assembly and new faceplate can be found on the home page of the website. A video detailing cooking with the new faceplate is on the Licensee Proprietary Page of the website.



New Faceplate

Glazed Macadamias

The Nutty Bavarian operators in Australia introduced glazed macadamias in their market to great success. Building on what we learned “down under,” The Nutty Bavarian is now offering macadamia nut mix for sale in the US and Canada. Glazed macadamias are a great addition to the other glazed nuts that we offer and will help build incremental sales at your location. Call us for pricing information and add glazed macadamias to your location in time for the Holidays.



Gift Containers

Gift containers and large gift cones are a must for increased sales in malls and at festivals – especially during the holiday season. The Nutty Bavarian stocks single compartment, 4 compartment, and 7 compartment plastic containers. We also stock large gift cones. You can also merchandise the glazed nuts from gift tins themed for the holiday. The Nutty Bavarian has three compartment logo gift tins in stock and we can point you towards suppliers for holiday themed gift tins..



Available gift containers

The key to a successful holiday season is to have a great variety of gift packaging for sale. Call us for pricing on gift containers and ideas on how to merchandise them from your venue.



Gift Tin Varieties – Nutty Bavarian Logo Tin Shown in Center

Licensee Spotlight

Alan Ravello is a new Nutty Bavarian Licensee who opened up at the Galleria Mall in White Plains, New York before the 4th of July weekend. Alan was first located on the second floor of the mall adjacent to a pretzel kiosk. The owner of the pretzel kiosk complained that the Nutty Bavarian cart was a violation of their lease agreement and the mall management decided to relocate Alan to an in-line store downstairs. Alan is thrilled about the move to the in-line store. His sales have increased as customers can now view all the different varieties of gift containers that he has to sell. Alan carries all five varieties of glazed nuts: almonds, pecans, cashews, macadamias and peanuts but Alan says that the glazed cashews sell the most. In addition, Alan sells Bavarian Blast frozen beverages at his store. Alan states that his relocation has hurt sales at the pretzel kiosk because he believes that the smell of the fresh roasted nuts was helping the pretzel company increase their sales as well.

Alan grew up in the Bronx. His family ran a bakery and Alan worked in the family business for a number of years before striking out on his own. Alan was in tucking business and worked as a handy man for a number of years. He also ran a successful restaurant in Florida. Alan saw a Nutty Bavarian operation at a festival and after months of deliberation, decided that was to be his next business venture.

The Mall Leasing Agent is thrilled to have The Nutty Bavarian in the Galleria Mall as it adds a festive atmosphere. Alan regularly gets calls from other Mall Leasing Agents trying to recruit him to open at their locations. Alan plans to open a second location after the first of the year and has an application in for a third location after that. He also hopes to get his son started doing special events with The Nutty Bavarian in Georgia.



Front of Store



Gift Displays Inside Store



View from Store Interior