



"Sometimes you just need to eat something yummy!" -Matthew Conforti, Sales Associate

Executive Updates

Our year started out with the SUNY Farmingdale Trade Show, where we first presented our business plan. We have made it to the semifinalists' level and are now preparing for the competition on February 28 at American Portfolios, Holbrook. Our Sales Department has been focusing on finalizing partnerships with other VEI firms, our Marketing team has created new and intriguing ads that will draw people to visit our updated website and our C-suite executives have been preparing for our competition! We look forward to sharing our limited edition flavors with our customers in the near future.

Financial Updates

During the SUNY Farmingdale Trade Show, It's Fudge made \$305,100 in sales. Our sales exceed way above our expectations and we plan to continue on this path in the future. Our January revenue is very high due to our success at the SUNY Farmingdale Trade Show. We didn't incur any unexpected expenses and our greatest expense is our salaries at \$27,500 per month. The trade show was highly profitable and we project to continue on this successful trend in the upcoming months to reach the International Trade Show in New York City!

Contents

Executive Updates.....	1
Financial Updates.....	1
Fudge of the Month Club.....	2
Competition Updates.....	2
Employee Recognition.....	2
Holiday Updates.....	3
Upcoming Events.....	3
Exciting New Flavors.....	3
Our Fair-Trade Commitment.....	4
Employee Updates.....	4
Are You Hungry Yet?.....	4

I 
FUDGE

Fudge of the Month Club

Whether you're coming home from a bad day at school, or you're just hungry, we have the solution for you! Join our ***Fudge of the Month Club*** and every month, one pound of our hand-crafted fudge will be delivered directly to your doorstep, cut into 30 bite-sized pieces, one to brighten everyday of the month!

For the upcoming month of February, the Fudge of the Month Club will feature Strawberry Cheesecake Fudge, inspired by the love of Valentine's Day.

Join the ***Fudge of the Month Club*** for only \$39.99 per month to make everyday sweeter!



Get some love on Valentine's Day
with some of our:

Strawberry Cheesecake Fudge!

Only \$29.99 per pound!

Competition Updates

It's Fudge has competed in a multitude of competitions in the Virtual Enterprises community. On the regional and international level, we have entered competitions for our Elevator Pitch, Employee Handbook, Website, Branding Materials, Company Newsletter and Business Plan.

We received a Gold award for our Employee Handbook, written by HR Director, Joseph Wild. Also, as a firm, we have advanced to the semifinals in the Business Plan Competition. We are very excited to visit American Portfolios next month and present our new and exciting business plan as we seek to advance further!

Our Elevator Pitch, presented by our Chief Operating Officer, Barri Levitt, was ranked in the top 10% of all submissions. For the Branding Materials Competition, we received Honorable Mention. We are anxiously awaiting the results of our Newsletter and Video Commercial!

We are so excited to announce that we will be attending the Youth Business Summit in April! We are looking forward to meeting our customers as they **visit our amazing trade show booth in New York City at Booth W77!**

Employee Recognition



At It's Fudge, we proudly recognize our high-performing employees with the Employee of the Month award!

Here you will find the most recent recipients of the award:

1/2018: **Barri Levitt**, Chief Operating Officer

12/2017: **Gavin Solomon**, IT/Web Design

11/2017: **Joseph Wild**, HR Director

Holiday Updates

Over the past few weeks, our primary focus was on our promotional campaign for the Super Bowl. We crafted *Mixed Berry Fudge* to support the Patriots and *Mint Chip Fudge* to support the Eagles. We advertised our promotions through social media in addition to the use of mass email marketing.

As we move forward, we have begun our Valentine's Day promotions. Our new line includes many different themed flavors including: *Red Velvet Fudge*, *Strawberry Cheesecake Fudge* and *Sweetheart Fudge*. *Sweetheart Fudge* has a dark chocolate base with red heart candies. For a limited time, customers can purchase our products at a 15% discount by visiting our website and using the promo code **FUDGELUV**.

Throughout the remainder of the year, our holiday sales will include: St. Patrick's Day, Passover, Easter, and Memorial Day. In addition, as spring approaches, we have begun developing a *Spring Fling Line*, which will include various spring inspired flavors and other treats.

Upcoming Events

- **Chocolate Dunk-a-Thon-** The best way to treat a special someone! On **February 14th** at Syosset High School, indulge in strawberries, marshmallows, bananas and more, all dipped in our fair-trade chocolate! These chocolate dipped treats make for a wonderful Valentine's Day gift for a special someone! The cost will be \$2 for a *Standard Dunk* and customers will have an opportunity to upgrade to an *Enriched Slam Dunk* for only \$1 more!
- **Youth Business Summit-** It's Fudge is so excited to meet all of our fellow VE firms at the Youth Business Summit at Pier 92! We have revamped our trade show booth and are excited to share it with all of our customers. Please visit us at **Booth W77 on April 18th** to taste our fudge-a-licious treats!

**Contact our Sales Department
at 516-364-5818 between the
hours of 12:15 PM and 12:45
PM EST to place your order!**



Exciting New Flavors

- At It's Fudge, we want to ensure your holiday gift stands out! Make your holiday gift more special with our exciting new flavors!
- New and upcoming flavors include:
 - *Red Velvet Fudge*
 - *Mint Chip Fudge*
 - *Marshmallow Fudge*
 - *Mixed Berry Fudge*

We hope that you decide to try our new flavors and we ask that if you do, please send us your feedback!

Our Fair-Trade Commitment

At It's Fudge we strive to give back to the communities that provide us with our amazing ingredients! We have partnered with **Equal Exchange**, a fair-trade exchange company that provides us with our raw cocoa powder that is used to make our delicious fudge! For those who don't know, fair-trade means that the farmers growing the cocoa plants are treated fairly and are reimbursed by companies who source from small, locally owned farms. We extend our greatest appreciation to our fudge-a-licious fair-trade partners!



Employee Updates

Hello Fellow VE Firms,

At It's Fudge we strive to have each and every employee feel important and appreciated. This mentality promotes efficiency and productivity in the workplace. From a simple color choice to a major promotion, every team member is involved. Through all of our success in the competitions, this strategy has been proven to be effective in our workplace. We are proud to recognize our high-performing employees with our Employee of the Month award given to many team members. Although we are a team of only ten members, we have really pushed through and achieved great things. I would also like to welcome a member of our team back from an extended absence. Matt Conforti, a sales associate has left us for a few months and has returned. We are so excited to have Matt on our team once again. I look forward to the rest of the year with a great team to support our growth in the coming months.

-Joseph Wild, Director of Human Resources

Are You Hungry Yet?

After reading this newsletter, you are probably craving some artisan fudge!

If so, please contact us.

Visit us at

www.itsfudge.weebly.com

Email us at

itsfudge.ny@veinternational.org

Call us at 516-364-5818

