



## FAIRYTALE BROWNIES, INC. Fact Sheet



**Co-founders:** Eileen Spitalny & David Kravetz

**Team Members:** 35 year-round team members  
80 team members during peak season  
(September – December)

**New Fairytale Brownies Bakery:** 4610 E. Cotton Center Blvd., Phoenix, AZ 85040

**Phone:** 1.800.FAIRYTALE (1.800.324.7982)

**Website:** [www.brownies.com](http://www.brownies.com)

**The Company:** Founded in 1992 by childhood friends Eileen Spitalny and David Kravetz, Fairytale Brownies began in a friend's Scottsdale catering kitchen using Kravetz' Mom's 49-year-old secret family brownie recipe. Those humble days are long gone as the duo now oversees their direct-mail gourmet brownie business in a 10,000-square-foot Chandler facility baking over 2.5 million brownies annually. The pair will be moving their business from this facility and the 2,000-square-foot marketing office in Chandler to a new 37,000-square-foot facility in the Cotton Center on 48<sup>th</sup> Street and Broadway Road in Phoenix.

Fairytale Brownies is the largest mail-order gourmet brownie company in the United States. The brownies are baked from scratch using only the finest ingredients like imported Callebaut Belgian dark chocolate, premium grade AA butter, and farm fresh eggs. The brownies are individually wrapped, then hand-packed in attractive signature purple packaging and shipped worldwide. All products are certified Kosher.

**Projected opening:** August 1, 2006

**Size:** 37,000 square feet; 11,000 square feet available for lease. Please contact Mark Detmer, Trammell Crow Company, (602) 222-4000.

**Building team:** Archicon, LC, architect  
C3 Construction, builder  
Wells Fargo Bank, financing  
RCC Design Group, LLC, civil engineer  
Intech Engineering Group, MPE  
BDA Engineers, structural engineer  
TJ McQueen & Associates, Inc., landscape

**Architectural  
Distinction:**

The shape of the new building simulates a Fairytale Brownie. The various shades of brown were chosen to represent the layers of a brownie – light on the top with a rich, dense chocolate at the base. The purple and silver accents on the doors and trim are similar to the signature Fairytale Brownies packaging.

The building will have a complete test kitchen to develop new brownie flavors and other special treats from Fairyland.

A “quiet room” will be available to employees when they need a moment to recharge. During Fairytale’s busy season, quiet moments are rare, so providing a resting place for team members is essential to maintaining their mental health. Soft lighting and comfortable seating will help create a relaxing atmosphere. Fairytale’s yearly holiday massages also will take place in the quiet room.

For more information about Fairytale Brownies’ new bakery, please contact David Kravetz at (480) 893-1715, Ext. 221.

