

## FAIRYTALE BROWNIES FACTS

**Founders/Owners:** Eileen Spitalny & David Kravetz

**Revenue:** \$9.3 million for fiscal year ending June 30, 2008

**Employees:** 40 year-round employees/130 employees during peak season

**Fairytale Bakery:** 4610 E. Cotton Center Blvd., Suite 100, 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 catering kitchen using Kravetz' Mom's 50-year old secret family brownie recipe. Those days are gone as the duo now oversees their direct-mail gourmet brownie business in a facility where they bake over 2.5 million brownies annually. In October 2006, the pair moved their bakery to a new 26,000-square-foot facility needed to accommodate their extraordinary growth. Visitors can watch the baking through viewing windows.

Fairytale Brownies are baked from scratch using fine ingredients like imported Callebaut Belgian dark chocolate, premium grade AA butter and farm fresh eggs. The brownies are individually wrapped, hand-packed in attractive signature purple packaging and shipped worldwide. All brownies are certified Kosher.

**The Products:** 3" square brownies and snack-size 3" x 1.5" Sprites in 12 Fairytale flavors: *Original, Caramel, Chocolate Chip, Cream Cheese, Espresso Nib, Mint Chocolate, Peanut Butter, Pecan, Raspberry Swirl, Toffee Crunch, Walnut and White Chocolate.* Bite-size Magic Morsels: *Caramel, Chocolate Chip, Original and Walnut flavors; and Sugar-Free Original.* Fairytale Truffles: *Magic Morsels (Caramel, Raspberry Swirl and Walnut) enrobed in 60% dark chocolate* Blondies: *Chocolate Chunk* Fairytale Endings™: *Chocolate Sauce and Caramel Sauce* Fairytale Wishes™: *hand-crafted soft caramels* Fairytale Dippers: *sugar-dusted dried Fuji apples*

Holiday and special occasion gifts are available as well as customized boxes that feature corporate logos. Wholesale pricing also available.

**Partnership:** Fairytale Brownies supports KaBOOM!, the national non-profit organization dedicated to creating a place to play within walking distance of every child in America.