

New From "Outta The Blue"

Blue Ribbon Products Official Newsletter

Issue : No. 2

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Our New Dallas Facility

It is hard to believe that we have been in our new Dallas Facility for one year now. Time sure flies. It has been a hectic transition, but tremendous progress has been made. We are proud of our new facilities, and are excited about our new capacity to serve you better. We would love to show off a little if you would like to visit us. We feel that a tour of our facility would enhance your perspective of the production process, and improve communications between supplier and customer. And besides it would be fun to visit with you. Call us anytime!

Quick Links...

[Our Website](#)

Dear Donnie,

We are so excited! The Fall season is up on us. Schools are back in session, the nights are getting cooler, and we are ramping up our production lines. Soon, it will be petal to the metal, full tilt boogie busy to ship this season's Fundraising Merchandise.

Take a moment, relax, and enjoy this edition of Outta The Blue. It's about to get busy!

We are looking forward to a great year and wish a profitable season to each and everyone of you.

Delighted to be of service,

The Blue Ribbon Products Team

A Brand New Bakery!



We are so delighted to be able to announce the opening of Blue Ribbon's own Bakery at our facility here in Dallas. In order to better control quality and to improve the production capacity of our premium frozen food items, we have taken great pains to develop this Bakery facility. Product is already rolling off the lines, and it such a wonderful sight!

We know that you are going to love our Pies, Cheesecakes, Pumpkin Rolls, Pizzas, and other fine food items. Our quality is second to none, and the taste is so "muy delicioso". Hopefully you will see the difference in quality, taste, and presentation. It is part of an ongoing effort by Blue Ribbon to offer you the finest product available in the Fundraising industry. We know that you

Contact Us:

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Helpful Tips

Please keep in mind our turnaround time in your planning!

Our policy is that all dropped shipped orders received on a Monday, or Tuesday, will ship in two(2) weeks

or

will ship in three(3) weeks if received on Wednesday, Thursday, or Friday.

The absolute best way to help ensure a smooth Fundraiser Sale, is to get your Reservation Form into Blue Ribbon as soon as possible.

By getting this Reservation in early, you can be assured that you have given your Sale the best chance of going off without a hitch.

Everybody Wins!

REMEMBER

All Blue Ribbon product is six(6) per case except...

Cinnamon Rolls are 15 per case and
Red Velvet Rolls are 8 per case

are going to love it.

Another Welcome Addition

The Blue Ribbon is very pleased to welcome a new face again. We are proud to announce the addition of Peter Larsen. Peter is set to coordinate our new bakery operations. From the Seattle area, Peter has practiced Bakery since 1976. In fact, he is from a family of Bakers. He has operated his own business, specializing in delicious Danish and other exquisite pastries, so he understands all aspects of the bakery business. He is excited to get to get Blue Ribbon off to a great start with this new adventure. And we are glad to have him.

Americans Remain Supportive to Fundraisers



With all the negativity that you hear these days, it is nice to see that Americans still care about doing good things for other people. The American public has a heart for giving, even in these challenging economic times.

According to an AFDRS survey, conducted by Synovate, most Americans are still very supportive of Product Sale Fundraisers held by School groups, Youth groups, and other Charitable organizations. The data collected shows 60% of adults surveyed reported that they had bought at least one item from a Fundraiser in the last year. A full 80% of adults who had school age children purchased products as well, with 66% even helping out with the selling the products. That represents pretty solid support for Product Sale Fundraisers demonstrating the need and the desire for this type of income producing activities. In fact, 80% of the respondents agreed that these Fundraisers are an important financial resource for the schools and youth groups.

The number one reason the respondents gave for purchasing a Fundraising product was "to support a worthy cause". So, take heart, even in a down economy, people are interested in how they can help others in need, and they are willing to pay good money to accomplish that goal. Fundraising Companies are indeed filling an important need, and should press on, inspite of all the negative news floating around these days.

As stated, the data suggests that there is solid support for these fundraising activities, but there is a limit. People can only stretch so far. It is important to restrict the sheer number of Fundraisers, preferring to put greater effort and planning into each Sale. Setting very specific goals will go a long way to maximizing every Sale.

So with \$1.4 billion dollars raised last year in Product Sale Fundraisers

there is still room to grow and prosper as long as the American public stays true to our generous nature.

We hope that you enjoyed this edition of OUTTA THE BLUE. Let us know what you think. Your input is always welcome. Our committment is to serve and assist you, our loyal customer.

**Thanks so much,
Donnie Ditto
and the Blue Ribbon Team**

Contact us Today!

**Feel free to call or email us with any questions, comments, or just to say hello!
Our Customers are important to us, and we want to make you feel like you are a part of the family.**