

# KYTONS FUNDRAISING FACTS 2007

## About Kytons Bakery

Kytons has been South Australian owned since 1938 and we specialise in assisting community groups to fundraise with our delicious bakery products. Being an Adelaide based company we can also offer personalised advice and local support for your fundraising drive.

We supply our customers with great tasting, top quality products that you will be proud to sell to your members and we offer a variety of products to fundraise with – our Award Winning Lamingtons, Hot Cross Buns, All Year Round Products, Winter Products and a Christmas Range.

You'll find lots more information about Kytons product ranges, product availability and tips for running a successful Kytons Fundraising Drive, in the attached fundraising pack and on our website [www.kytonsbakery.com.au](http://www.kytonsbakery.com.au).



## 7 STEPS TO RAISING FUNDS WITH KYTONS PRODUCTS

1. Plan the date to receive your products and **call to book the date with Kytons**
2. Work out the date for forms to be returned to you. **Remember to allow yourself enough time to collate orders and notify Kytons by Thursday the week prior to collection/delivery date**
3. Put the dates on the master form (you'll find several types enclosed, choose the ones containing the products you wish to fundraise with), photocopy and distribute to your students/members etc.
4. Collect forms and money and tally totals. You'll find a tally sheet on our website
5. **Ring Kytons with the final order by Thursday the week prior to your collection/delivery date**
6. Pick up or have your order delivered and distribute to your customers
7. Plan how to spend your new funds

### IMPORTANT

Please check your chosen days of the week and dates against the product availability chart in the attached newsletter.

## OTHER IMPORTANT INFORMATION ABOUT FUNDRAISING WITH KYTONS

### Minimum Orders

There is no minimum order requirement but orders of less than 24 packets will attract the "suggested sell price to your customer" price detailed in the enclosed newsletter.

### Ways to Increase your Profit

- **Schedule 3 fundraiser for the year & participate in our 3 for 3 in 3 scheme.**
  - Receive 3% discount off your 3rd invoice for the year provided
    - > Your group runs 3 fundraising drives in 3 separate terms during 2007
    - > Each invoice must total a minimum of \$300
    - > 3% discount applies to a 4th drive in 4th term as well should you choose to have one
- **Challenge your members to reach sales targets to receive extra cash rewards:**
  - 100-199 packets \$10 discount off invoice
  - 200-299 packets \$30 discount or free delivery
  - 300-399 packets \$50 discount or free delivery + \$20
  - A further \$20 discount applies for each 100 packets sold for 400, 500 etc.

### Payment

Unless being freighted to the country, orders are cash on delivery or collection. Country orders are dispatched with a 7 day account enclosed. We accept payment by cash or cheque for fundraising orders.

### Delivery

Delivery to anywhere within the Adelaide metropolitan area is available at a charge of \$30, but this charge can be waived if you sell 200 packets or more (see above).

We encourage you to visit the Kytons Factory Outlet at Edwardstown to collect your order. At the factory outlet our staff will load your order into your car and the following is a guide for what you can expect to fit in your vehicle:

- A medium sized sedan (no passengers, luggage or children's car seats) holds at least 200 packets
- A medium sized wagon (no passengers, luggage or children's car seats) holds at least 300 packets

Delivery to most country areas is available, but please check available days and costs with Kytons before distributing your forms. We also suggest country customers check out the "special information for country customers" section of the Kytons website for ideas for reducing freight costs.

### Handling Stock

Please refer to product packaging and cartons for exact storage instructions. Lamingtons and pies require refrigeration if not distributing on the day of collection/delivery.

### Finally

We love to see groups run successful and profitable fundraisers and over the last couple of years have implemented and improved several initiatives to assist you to achieve your goals; increasing your profit margins on products (including this year raising the profit on lamingtons to \$2.10), introducing the 3 for 3 in 3 scheme and modifying the cash rewards for each hundred packets sold. If we can assist you with any more advice or clarification, or if you'd just like to let us know how your fundraiser went, please give us a call on 8177 0156 or visit [www.kytonsbakery.com.au](http://www.kytonsbakery.com.au).

**KYTONS BAKERY**  
**AUSTRALIA Pty Ltd**

ACN 103 904 338

15 Lindsay Avenue  
Edwardstown

South Australia 5039

T 08 8177 0156

F 08 8177 0158

**HAPPY FUNDRAISING!** Darren & Sharon Sutton

# fundraising with kytons...

Special Edition  
Winter 2007 Launch

## NEW WINTER PRODUCTS – SOME NAUGHTY, ALL NICE & ONE WE DON'T ENCOURAGE YOU TO EAT!

### New Cookies

Featuring large chunks of white chocolate and Australian grown macadamia nuts in a shortbread biscuit, our new cookies are **MACADAMIA & WHITE CHOCOLATE BITES**.

### Decadent Puddings

Looking for that something special for dessert that will warm your insides and delight your tastebuds? We've introduced two very decadent family sized puddings – **CHOCOLATE & STICKY DATE SELF SAUCING PUDDINGS**.

### Old Fashioned Playdough

Thoroughly tested by our two boys, this **PLAYDOUGH** is just like the playdough our mums used to make, but we don't always have the time to do! With a basic ingredient list, each 500g tub comes with two colours – blue and yellow, so if they do get mixed together you still have...green!

### Reduced Fat in Snack Pies

We've kept the tasty 100% beef filling the same, but reduced the fat in the pastry.

### Keeping the Old Favourites

While change is good we have kept our biggest selling and most popular products on our winter list:

**Lamingtons** What would a Kytons Fundraiser be without these?

**Chocolate Chip Kookies & Apricot Macadamia Slice** Great treats or gifts.

**Family Beef and Cheese, Bacon & Beef Pies**

Delicious by themselves or with steamed vegetables for a quick dinner.

**Pasty Rolls and Cheese & Vegetable Rolls**

Full of fresh vegetables and very tasty, these have been a favourite for many years.

### IMPORTANT DATES 2007

#### Office Hours

Monday – Friday 9am – 4pm\*  
(excluding closed dates below)

#### Factory Outlet Hours

Tuesday to Friday 9am – 4pm  
(excluding school holidays)

#### Closed Dates

7th – 22nd July (all of school holidays)  
1st – 14th October (all of school holidays)  
15th Dec 2007 – 27th Jan 2008  
(Factory Outlet will trade until Friday 21st Dec)

\*collection of orders outside these times may be possible with prior arrangement.

### PRODUCT AVAILABILITY VERY IMPORTANT

#### Winter Products

From 1pm Wednesdays,  
all day Thursdays & Fridays  
2nd May – 28th September  
(excl. closed dates)

#### Christmas Products

Tuesday 6th November –  
Friday 14th December

More details of Christmas products contained in July mailout.

### PRODUCT AVAILABILITY CHART

COST TO YOUR  
GROUP INC GST

SUGGESTED SELL  
PRICE TO YOUR  
CUSTOMERS

PROFIT TO YOUR  
ORGANISATION  
PER PACKET\*

**ALL YEAR ROUND PRODUCTS** – Available Tuesday – Fridays excluding "CLOSED" dates

Lamingtons – 1 Dozen

\$6.40

\$8.50

\$2.10

Choc Chip Kytons Kookies 200g

\$3.50

\$4.50

\$1.00

NEW

Macadamia & White Choc Bites 200g

\$3.80

\$5.00

\$1.20

Apricot Macadamia Slice 250g Gift Pack

\$7.85

\$9.50

\$1.65

Apple or Apricot Crumble Family Pies

\$5.50

\$7.00

\$1.50

NEW

Old Fashioned Playdough 500g tub

\$3.50

\$5.00

\$1.50

**WINTER PRODUCTS** – Available from 1 pm Wednesdays, all day Thursday & Fridays 2nd May – 28th September (excl. 7th – 22nd July)

Beef Family Pie

\$4.70

\$6.00

\$1.30

Cheese, Bacon & Beef Family Pie

\$5.65

\$7.00

\$1.35

Snack Pies – 6 pack

\$6.30

\$8.00

\$1.70

Pasty Rolls – 6 pack

\$7.30

\$9.00

\$1.70

Cheese & Vegetable Rolls – 6 pack

\$8.10

\$9.50

\$1.40

NEW

Chocolate Self Saucing Pudding Serves 6–8

\$4.80

\$6.50

\$1.70

NEW

Sticky Date Self Saucing Pudding Serves 6–8

\$4.80

\$6.50

\$1.70

Colour winter postcards, featuring all of our products & perfect to send out with your order forms, are now available. Please give us a call on 8177 0156 and we'll send them out to you. **NEW** Coloured posters to advertise your drive are also available.

**Kytons**  
BAKERY

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# fundraising with kytons...

February – September 2007

## WHAT'S BEEN HAPPENING AT KYTONS

### Kytons Hot Cross Buns are Preservative Free!

Just a reminder that our Hot Cross Buns contain no preservatives (and never have), so have a shorter shelf life than some of those containing preservatives you may see elsewhere.

So while Kytons buns are always delivered to you fresh, they may need to be stored in the freezer to keep them fresh until Easter.

All of our Easter order forms this year feature a note about our buns being preservative-free and storage suggestions.

### 3for3in3 continues to grow

We were delighted last year to see that the number of groups running three fundraisers or more during the year, rose four-fold compared to 2005.

All of those groups have benefited from our **3for3in3** promotion (where the group receives 3% off their third and subsequent bills during the year).

**3for3in3** will continue in 2007, so if you're planning your groups fundraising for the year, why not include three Kytons drives and enjoy the extra profit?

Check out the details in *Fundraising Facts*, enclosed in this mailout.

### Drought & other costs affect prices

Unfortunately, some of Kytons prices have had to rise this year, due to some massive increases in stock caused by the drought as well other business costs.

Take some of the main ingredients of a lamington: flour increased 44% in December and egg and coconut (which is affected by overseas weather events) rose 40% and 28% respectively during 2006.

The good news is however that as always, while we have had to increase our price to you, *your profit margin has also been increased* (see chart overleaf).

### Kytons black label lamingtons hit retail stores

Labelled black, and available in a six-pack, Kytons Lamingtons are now available at selected Foodlands, IGAs and gourmet stores.

The fundraising pack, containing 12 lamingtons, is still however the most economical way to buy Kytons Lamingtons, and will remain exclusive to fundraising drives.

Having lamingtons available in supermarkets (and the accompanying promotions we will be running during the year) will mean that even more people in Adelaide will be familiar with the Kytons brand and will recognise it when they see your fundraising sheet.

And if you're looking for lamingtons in between fundraisers, check out our website for locations, or ask at your local Foodland or IGA.

### We're launching new products for Winter 2007

– But you'll have to wait just a little while longer to find out about them!

Yes, we're in the process of finalising the recipes, prices and presentation of our new products, so if you're receiving this mailout in February or early March, you will find that there is no winter order form enclosed.

Winter order forms and pricing details for winter products will be available when you pick up your Easter order, on our website from late March, or call us and we'll send one to you when they're available.

We can assure you that fruit pies, our biggest selling meat products and of course lamingtons and choc-chip cookies will remain on the list, but there will be a couple of new products as well.

Stay tuned!

### Are we directing this mailout to the right person?

Please call us on **8177 0156** if you would like us to update our records.



# PRODUCT PRICES & AVAILABILITY 2007

In order to deliver you the  *freshest products possible* some of our products are available on specific days only and many of our products are seasonal. Please check the chart below for EXACTLY when products are available. If you are unsure of availability please call us to confirm availability. It makes your fundraising process very difficult if you have collected orders for products that are not available.

Please note that :

- Easter products are available Thursday 22nd March – Wednesday 4th April.
- Fruit pies, cookies and apricot macadamia slice are **NOT** available the week prior to Easter – only lamingtons & hot cross buns.
- **WINTER PRODUCTS** are only available during 2nd & 3rd school terms.



	<i>COST TO YOUR GROUP INC GST</i>	<i>SUGGESTED SELL PRICE TO YOUR CUSTOMERS</i>	<i>PROFIT TO YOUR ORGANISATION PER PACKET*</i>
<b>ALL YEAR ROUND PRODUCTS</b> – Available Tuesday – Fridays excluding “CLOSED” dates & 2nd – 4th April			
Lamingtons	\$6.40	\$8.50	\$2.10
Choc Chip Kytons Kookies	\$3.50	\$4.50	\$1.00
Apple Crumble	\$5.50	\$7.00	\$1.50
Apricot Crumble	\$5.50	\$7.00	\$1.50
Apricot Macadamia Slice Gift Pack	\$7.85	\$9.50	\$1.65
<b>EASTER PRODUCTS</b> – See chart below for availability – <b>HOT CROSS BUNS ARE GST FREE!</b>			
Hot Cross Buns (1 Doz) with fruit	\$5.10	\$6.50	\$1.40
Hot Cross Buns (1 Doz) without fruit	\$5.10	\$6.50	\$1.40
<b>WINTER PRODUCTS</b> – Available from 1 pm Wednesdays, all day Thursday & Fridays 2nd May – 28th September (excl. 7th – 22nd July)			
Product list & order form featuring many of your old favourites plus some brand new products available from late March, at <a href="http://www.kytonsbakery.com.au">www.kytonsbakery.com.au</a> or from Kytons 8177 0156			

## ATTENTION ALL FUNDRAISERS!

### PRODUCT AVAILABILITY VERY IMPORTANT

Please take note of these when planning dates for your fundraising drive

#### Hot Cross Buns

Weekdays from Thursday 22nd March – Wednesday 4th April Plus Saturday 31st March

#### Winter Products

From 1pm Wednesdays, all day Thursdays & Fridays 2nd May – 28th September (excl. closed dates)

#### Christmas Products

Tuesday 6th November – Friday 14th December

(more information will be contained in an information pack sent out in July).

### IMPORTANT DATES 2007

#### Office Hours

Monday – Friday 9am – 4pm\* (excluding closed dates below)

#### Factory Outlet Hours

Buy your favourite Kytons products in between fundraisers Tuesday to Friday 9am – 4pm (excluding school holidays)

#### Closed Dates

6th April – 29th April (week after Easter & all of school holidays)  
 7th – 22nd July (all of school holidays)  
 1st – 14th October (all of school holidays)  
 15th Dec 2007 – 27th Jan 2008 (Factory Outlet will trade until Friday 21st Dec)

\*collection of orders outside these times may be possible with prior arrangement.

## EASTER ORDERS



Easter is a particularly busy time of the year for us, so please also note the following important facts about Easter at Kytons :

- Please book your date with us as soon as possible to assist us with scheduling during this busy time
- Kytons operates extended trading hours of 8am – 5pm while hot cross buns are available, plus Saturday 31st March (8am – 1pm)
- All orders during the weeks before Easter (2nd – 4th April) will need to be picked up from the bakery as we are unable to deliver (except for country orders). Delivery options for the week prior to this (26th – 30th March) are limited, so please book early
- We must be notified of final numbers by at least the Thursday the week prior to your order

*Hot cross buns are a GST Free product*



happy fundraising!





