

Butter Braid Pastry Sampling Tips

Your fresh-baked Butter Braid pastries have already been sliced into sample-sized bites. They can be stored at room temperature and do not need to be warmed prior to serving.

Frosting Your Samples:

You'll want to frost the pastries just prior to serving.

Because each box contains only half of a Butter Braid pastry, you will use one packet of frosting for two boxes.

Clip a small corner from the frosting packet. Drizzle the frosting in a criss-cross motion across the pastry.

Serving Your Samples:

We have provided some forks (one per box is plenty) to help get the pre-sliced samples out, and some napkins!

What to Say:

Let participants know what your fundraiser is going toward and that your group earns \$5 per item!

Every pastry is still hand-braided in West Bend, Iowa.

ONLY available through fundraisers – people WILL ask you when you will be selling them again!

Delicious flavor lineup: Apple, Bavarian Crème, Blueberry Cream Cheese, Cherry, Cream Cheese pastries, plus a Cinnamon Roll!

Show them the sample package and how small they are frozen (easy to fit in the freezer!).

*THAW-RISE-BAKE! Pastries double in size when they rise! (It's helpful to let them know the sample boxes contain **only half** of a Butter Braid pastry!)*

Can keep in a regular freezer for 3 months or a chest freezer for 6 months.

Sell to friends, family and co-workers in town (you'll need to be able to personally deliver your orders).

Go over order form and online store add-on if you choose to use it (let participants know if you will be registering them and emailing them their unique store links, or if you'll be sending out a self-registration link for them to sign up themselves):

- *Order turn-in date, Delivery date*
- *Checks payable to*
- *Collect payment with orders (\$12.50/item)*
- *No unsupervised door to door selling.*

INCREASE YOUR SALES by encouraging sellers to post a picture of their order form on their Facebook, Twitter, Snapchat, Instagram, Nextdoor pages (and have family members share!). If utilizing the online store add-on, there will be easy options for each participant to share their unique store link!