

Tony and his Million Dollar Fudge Machine

A Million Dollar Fudge Machine? Sound like science fiction or sales fiction?

It's neither. Meet Tony Rhodes. He's been making fudge in his gift shop in the village of Akaroa in New Zealand for the past 7 years. He recently totalled up the retail value of fudge sold at his store at over 1 Million dollars.

For a small investment made 7 years ago Tony has returned over \$150,000 a year. What other investment can match those returns?

When we asked Tony what the key reasons why he is able to attain such great figures are he replied that:



- His staff sample the fudge. Nearly everyone who comes into their shop gets offered a taste of Akaroa Fine Fudge.
- The presentation of the fudge is important to him. The fudge counter is always full, clean and attractively laid out.
- Tony's fudge counter is always attended and the staff are very proactive in offering samples.
- Tony and his staff enjoy the FUN and interaction with customers.
- His staff are aware of the importance fudge is to the success of the business and the point of difference the fudge brings over the other stores in Akaroa.

Tony and the staff at Pot Pourri gift shop in Akaroa are a fantastic example of how Calico Cottage Fudge can lift your store from being like all the rest to becoming a profitable, fun and interesting place to work and shop.