



PINE VALLEY FOODS NEWSLETTER

JULY 2009

FROM THE DESK OF HERBIE WILCOX

The weather where I live has left no doubt that it is July. It is so hot that all you have to do to start your grill is to pour charcoal into it and set it in the sun. It is so hot that the charcoal lights itself. It is so hot that you really don't even need a grill to cook on. Just use a flat rock or the patio.

It is so hot that dogs are fanning themselves, cats are swimming, and birds aren't chirping. It is so hot that mosquitoes won't even bite me. My skin is too hot for them to land on. It is so hot that I am not sure whether the spa is bubbling or boiling. It is so hot that I am not getting in it to find out.

How do people cope with the oppressive heat, you ask? Different people cope in different ways. Some people, like my brother, choose to play golf in it (I always suspected that there was something wrong with him). Some people go to outdoor events. Some sit in the shade and drink lemonade.

I handle it a little differently. I crank down the A/C to the point that compared to outside, it feels like walking into a freezer. The only problem with this is that the electric meter is spinning so fast that you can hear it running from inside the house! The other way I cope with the heat is to gripe about it. I guess I will remember why I live where I do this December when it is 70 degrees outside.

Wherever you live, if it is hot, I know you have your own way to cope with it. If it is not hot, soak in it. Regardless, have a great summer and enjoy a break in the action.

Have a safe and happy 4th of July. I'll see you at the show in Atlanta later in the month. I will be the one that is sweating!

See you at the Top,

Herbie

TIPS FOR SUCCESS

Online Order Entry

For those of you that haven't been using our newest tool, Web Track, I encourage you to go to our website and give it a try. It makes order entry simple and easy. Darren is our self proclaimed Web Track Guru. Give him a call at ext 102 and he will give you a login and password and show you how simple it really is. Be careful, though, he might brag a little about how well he can teach you in a short amount of time!

PRODUCT OF THE MONTH

New and Improved Formula

We at Pine Valley Foods are pleased to report that we have "kicked it up a notch" with our cookie dough formulas. We are loading our cookie dough up with the "good stuff". You know - the stuff that makes a cookie so good, the particulates. There is more chocolate, more raisins and more M&Ms, more everything straight across the board. America's favorite fundraising cookie just got better. Blow your competition out of the water with side by side taste comparisons!



PROGRAM OF THE MONTH

Elite Retreats

We have made a few product changes on our very popular brochure, Elite Retreats, for fall. We have changed our pretzel supplier and have picked up some great selling items such as Churros and Funnel cakes. The pretzel poppers have been replaced with cheese filled pretzel sticks. These additions and changes should prove to be a great addition to this variety program offering.

