

Kernels Popcorn Fundraising Program – Bramalea City Centre

The following is the full details for the fundraising program specific to our Bramalea City Centre location. This Kernels location has a great school program. It is versatile, easy to organize, profitable, and has many options that meet the Sell-Most classification under the PPM 150 nutritional guidelines for schools.

PROGRAM DETAILS

Part 1 – Fundraising Snack Bags

Product info:

- 1) There are nine(9) flavours available in the fundraising Snack Bag lineup. Six(6) of these nine(9) flavours are compliant in the **SELL MOST** category for the PPM 150 school nutritional guidelines. These flavours are lower in fat and sodium, and include; Buttersalt, Dill Pickle, White Cheddar, Salt & Vinegar, Low Fat Caramel, and KettleCorn. The three(3) **REGULAR** flavours are Creamy Caramel, Say Cheese Cheese and Jalapeno Jack. The regular flavours do not meet the SELL MOST criteria, however they can be sold during school exemption days or during outside school ground fundraising initiatives. The most popular Sell Most (school compliant) flavours are ranked as follows – Buttersalt, Low Fat Caramel, Salt & Vinegar, White Cheddar, Dill Pickle and then KettleCorn. The White Cheddar and Dill Pickle do sell well in some schools over the Low Fat Caramel, etc. even though these two flavours are lightly seasoned and have only a hint of flavour.
- 2) All products are made to order at the Kernels store in the Bramalea City Centre. Should an order be greater than 1000 bags, or should the Kernels at our Bramalea City Centre location be booked with orders, the order will be produced in our production facility, located in Vaughan, ON, and shipped to the customer at an agreed upon shipping cost.
- 3) The shelf life for all flavours is approximately eight(8) weeks, and each bag is stamped with the expiration date.
- 4) The net weight of the product in the “Sell Most” fundraising Snack Bags is as follows: Buttersalt – 20g, Dill Pickle – 20g, Salt & Vinegar – 20g, White Cheddar – 20g, KettleCorn – 45g, Low Fat Caramel – 50g. In the “regular” flavour fundraising Snack Bag lineup, the net weights are as follows: Creamy Caramel – 78g, Say Cheese Cheese – 28g, Jalapeno Jack – 28g. The size of the bags are 8.75 " (H) x 6 " (W).

Minimum Orders and Lead Times:

- 5) **Minimum Order Quantities:** *The minimum order quantity is twenty-five(25) bags for any one flavour; and flavours are to be ordered in quantities of twenty-five(25) bags. You can order one flavour, two flavours or all nine flavours, if you choose. The Snacks Bags are customarily packed in clear carrying bags (50 Snack Bags per carrying bag). If your order is produced in our Production Facility in Vaughan, they only package in boxes.*
- 6) **Lead Times:** *Our store requires a minimum of two(2) weeks' notice to produce an order. Should the store be able to turn the order around in a shorter period of time, we will let you know.*
- 7) **Option:** *Schools that regularly sell our product will submit a schedule to us, once a month, for the upcoming 4 weeks, or for whatever interval they choose.*

Pricing:

- 8) **Pricing:** *All flavours cost \$0.99 per bag plus tax.*
- 9) **Suggested Selling Price:** *For all seasoned (savory) varieties we suggest selling them for \$2.00 each; and for all candy coated varieties we suggest selling them for \$2.25 each. This is the retail value of the popcorn. However some schools will choose to sell them for less and sometimes more. It is your call what pricing you wish to charge.*

Tools:

- 10) *We have 'Fundraising Sales Order Forms' available (emailed to you) in the event that you would like to run an external fundraising drive in the community.*
- 11) *Should you wish to send home an order form, we have also created a Parent Letter that can be used as a template for customizing your school's own take home Parent Letter/Order Form. If interested, please let me know and this can be emailed to you as well.*
- 12) *Signage is available that can be populated with information specific to the school fundraising drive. These signs can be emailed to you.*

How to get started:

- 13) *You can sell the Kernels Snack Bags in any manner you choose. Some of the more common methods are as follows:*
 - *Option #1: Host a Popcorn Day! Buy your desired bulk quantity and have it available for sale at a central location in the school once a week, two weeks, month, etc.*
 - *Option #2: Order your desired quantity and have it available for sale at an existing school event such as a school dance, fun fair, or movie night.*
 - *Option#3: Run a traditional fundraising drive in the community. Each student involved in the fundraising drive is given a 'Fundraising Sales Order Form'. They collect names and*

order quantities from family, friends and neighbours. You will have to set a return date for these 'Fundraising Sales Order Forms'. (My recommendation is a two(2) to three(3) week period). Each Form is then submitted to the organizer of your fundraising drive. The organizer can summarize the orders (round up to the nearest multiple of 25) and email the quantity to the Kernels Head Office for fulfillment.

Additional Information:

- 14) Our Kernels store in the Bramalea City Centre is a No-Nut store located in an open mall environment. The store does not bring in or cook with any nuts or peanuts and our supplies are from nut-free facilities. For added comfort, we invite any parent or school representative to call our in-house ingredient / allergen expert Bernice at 1.888.267.6262, ext 214, to review any allergen or ingredient concerns.*
- 15) As a general rule, schools arrange to pick up the order at the store. Should delivery be required, we can hire a courier on the customer's behalf and the cost of the courier will be charged back to the customer. The customer will be provided with the courier quote when the order is placed, and will be given the opportunity to approve of the courier cost before the order is made and shipped out.*
- 16) As this is a food product, we do not accept returns or issue credit if any bags remain unsold.*
- 17) We offer added value with each fundraising bag. Our new bag design contains a 2for1 coupon valid for redemption at any Kernels location. Our previous bag design does not have that coupon, and therefore if those bags are used to fulfill your order (some Kernels locations have remaining stock) we can give you one 2for1 coupon per bag. If interested in receiving these coupons, please advise me at time of placement of order.*

Part 2 – Party Bags

For fundraising initiatives we do offer these bags at special pricing for the Buttersalt flavour only. We offer the Buttersalt flavour in two recipes; Original Buttersalt or the school compliant "Sell Most" recipe. Pricing for the Party Bag of Buttersalt is \$19.99 plus tax for the 1st bag and the 2nd bag is ½ price. The Party Bag of Buttersalt contains approximately 100 cups of popcorn, which is fifty(50) servings. With each Party Bag we provide fifty(50) Kernels Share Bags at no additional charge. A Share Bag is a paper Kernels branded bag and holds about 2 cups of popcorn. Most schools will fill and sell each Share Bag for \$1.00. To use the Party Bag option, you would have to have a table set up and have a student or teacher dispense the popcorn into the Kernels Share Bags on site.

Part 3 – Order Placement

When you are ready to order, please call or email the Kernels head office to place your order. Once all order details are received and confirmed we will prepare a Sales Summary of your order and send this to our Bramalea City Centre store for fulfillment. A copy will also be emailed to you.

Part 4 - Payment

Payment can be made in one of two ways. You can pay upon pickup of your order at store – our store accepts cash (no \$50 or \$100 bills), debit, Visa, and Mastercard. If prearranged at the time of order placement, your other payment option is to pay with a school cheque. If you choose this option, the cheque is to be mailed to Kernels Head Office in Toronto, ON as the store does not accept cheques. The cheque does not have to arrive by the pickup date, however it does need to be received by Kernels Head Office within two weeks of the date you receive your order. The Kernels Head Office address will be stated on the Sales Summary referred to in 'Part 3' above.

*One last note – **Kernels Popcorn was awarded the “Parent Tested, Parent Approved” (PTPA) Winner’s Seal of Approval.** This is an added comfort to parents when purchasing our product.*

Please review the above and feel free to contact us with any questions you might have.

Again, thank you for your interest in Kernels Popcorn and we look forward to being a FUN way to help your school raise funds!

Yael Staiman
Director, Sales and Social Media

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