

## **Winter Wonderland Event Notes**

I just wanted to share a couple things about Saturday's event that I think will allow us to be even more successful if we choose to do it again next year.

1. Four different people asked us if we had our Gingerbread Cookies with us. I think that would be a good addition next time due to it being a cheaper option for those who may want to purchase something from the bakery, but don't necessarily want to buy a full cookie tray.
2. Many people asked us for the Garlic Parmesan Bagel Chips and a few potential customers actually decided not to buy any at all because they didn't care for the Cinnamon Sugar ones.
3. The special event prices were a great idea that people were thrilled to hear about once we were able to get their attention as they walked by the table, but it would have been even better if we had signage advertising it, even if it was a simple sign that said sale, or a chalkboard that we could have written on. Nothing attracts people more than getting a great deal!
4. Lastly, this doesn't necessarily have to do with the success of the event next year, but I just wanted to let you all know that the two young men who assisted me displayed excellent character, followed through on directions perfectly and were very hard workers. They both really impressed me.

**Thank you!**