

## **BeNUT PROJECT UPDATE**

The BeNut team has worked very hard these past few months and we are off to a great start on our project.

Our kickoff took place the weekend of the Church picnic. As the attached worksheet shows, from September 1<sup>st</sup>, through October 25<sup>th</sup>, we have taken in a total of \$3,683.00. Of this amount, after deducting our cost of \$1555.20 and paying our sales tax, the profit will be just over \$2,000.

We have just placed our third order of peanuts and have added three flavors: Ghost Pepper, Chocolate Covered and Butterscotch Dipped. We are anticipating these to be great hits for the upcoming holiday season.

The church was very fortunate to have been able to sell BeNuts at the Ellijay Apple Festival. We had a great force of volunteers who helped man our booth on five days of the Festival until we ran out of peanuts!

BeNuts have changed the style of packaging from the original jars to the new Kraft bags. The main purpose was our profit almost doubles using the bags as well as the fact labeling the jars was a very tedious job. We now purchase the peanuts in bulk and package them ourselves.

We have had several people on our team step up and help with donations to our cause. The money for our first order of peanuts was fronted by the Griffins and we are happy to say they can now be repaid in full. The cost of our first label order was donated as well as our first T-Shirt order. Our new bags, oxygen absorbers, heat sealing device and second order of peanuts were also donated. With the help of these donations, we have enough profit to pay for our very large third order of peanuts and the profit from their sales will start putting money towards our goal for the church.

In the month of November, our objective is to provide the capability of on-line sales to our website. We have also begun work on getting BeNuts into a few retail locations. Our marketing team has more ideas for sales at a variety of venues. After the holidays we will need the support of the congregation to help with sales to get us through the winter months.

We believe our project is off to a fantastic start and we will keep you updated on our goal of \$10,000.