

**CHERRY LOG CHRISTIAN CHURCH**  
**Mortgage Principal Reduction Project**  
**Blister-Fried Peanut Sales**

**OBJECTIVE:**

- Reduce Mortgage Principal by \$8,000-10,000 in first year
- Reduce Mortgage Principal by \$10,000 or more in year two+

**BACKGROUND:**

- What are Blister-fried Peanuts?
- Why Blister-fried Peanuts?

**PRODUCTION APPROACH:**

- Private Label/Branding by CLCC
- Bertie County Peanuts, Windsor, NC

**BRANDING & FLAVORS:**

- “ BeNuts” Blister-Fried Peanuts  
Lightly Salted  
Sea Salt & Black Pepper  
Chocolate Covered
- Other Flavors available for future extensions
- The New “Be-attitudes” on labels and T-shirts

### **KEY METRICS:**

- Average cost/jar: \$3.6425
- Average price/jar: \$6.250
- Average profit/jar: \$2.6075
- Number of jars to meet first-year goal: 3068-3835

### **SALES/DISTRIBUTION:**

- CLCC Friends & Family
- Apple Festival ( Ellijay)
- Arts Festivals (Blue Ridge)
- Other Festivals/Events
- “Friendly” Retail
- Online/Mail Order
- Future sales avenues include regular retail and other churches

### **KEY ISSUES:**

- Sales/distribution leadership and plan
- Labor to execute same
- Initial order size and capital requirements

### WHAT IS NEEDED NOW?

- CLCC Board approval of general approach (blister-fried, private branding)
- Branding (BeNuts Peanuts)

### WHAT WILL BE NEEDED?

- Full funding of initial order
- Partial funding of second order
- Should be self-funding after that

### LONGER TERM THOUGHTS/UPSIDE

- Exponential growth (human chain letter)
- Line extensions/merchandise based on the new “Be’s”
- Beyond Peanuts with the “Be’s”?