

# Smugglers Hearth

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Dear Brian, Sarah & Team Calico

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*From the first time we investigated the Calico Cottage Fudge system it took us 2 years to make the decision to give it a try in our gift shop in Halls Gap, Victoria. I must say, the reason for not going ahead earlier was because we were doubtful that we could get the return promised. We have now been making & selling fudge for 10 months & wish we had taken it on years ago. From day one our Fudge has accounted for approximately 25% of our total sales and our net profit has increased enormously. The initial set up costs were recouped in under 4 months and the rest is history.*

*The difference that this concept has made to our business is incredible, it has given us a unique point of difference from our opposition, it compliments our already successful giftware trade and has added a whole new market to our operation.*

*The friendly team at Calico Cottage have been & continue to be very supportive and keep us up to date with new recipes & hints to further improve our fudge sales on a regular basis.*

*Kind Regards*

*Graham & Annette Wood  
Directors*