

Toffee Apple (noun) 'an apple covered with sticky layer of toffee and held on a stick'

Wholesale Toffee Apple sales for events and retailers for charity sales, nationwide delivery network and a quick easy ordering system, all apples can be bespoke with charity labels and colours.

The Product

An apple by itself is recognised as a healthy eating staple, the addition of a candy/toffee/caramel/chocolate coating may cloud the healthy eating theory however the HMRC have deemed the product zero rated which goes some way to contradicting its perceived unhealthy status.



The toffee-apple product is virtually:

fat free, cholesterol free, transfat free & contributes as one of the 5-a-day fruit and vegetables

The apples are of finest grade A Golden Delicious Variety and the addition of Butter Toffee gives the product a delightful nostalgic pleasant eating experience to be remembered and savoured for a very long time, memory permitting. Almost auto generating repeat business by the way of a personal affordable treat/gift for ones self and for others.



The product is classed as fresh with a shelf life at

ambient temperatures or mildly chilled of up to 5 days, therefore the production lead in and distribution times must be very short. Lead-in times when ordering will be typically 2-3 working days, via email or telephone ordering.

Typically the ordered toffee-apples will be produced and dispatched on same day of production and the retailer/reseller will receive the product the very next day, giving the retailer/reseller 4 days to sell in pristine condition. The product may last up to 10-14 days in ideal conditions but we prefer to rely on the much shorter turnover cycle. There is no need to carry large stocks.



Pricing & RRP

Typical purchase would be at 65p, quantities depending, minimum orders apply, discount available on large quantities, please enquire.

Recommended retail price between £1.00 and £2.00 depending on event, donate a proportion of your choice or full proceeds to a charity organisation.

To the Retailer



The theory behind these charitable acts is that through the HMRC decision to exonerate the coated apple on a stick for standard rate VAT to Zero rated VAT allows the product to compete with other confectionery but without VAT burden of 20%. Therefore if the retailer uses the charitable giving ethos he/she is simply donating to charity the margin that would otherwise would have been collected by way of duty

By using the promotional tool of charitable giving and nominating a personal (preferably local charity) by using their logos and promotional material, additional sales should be stimulated for the purpose of good worthy local causes. The local charity

will not necessarily damage his own margin/contribution to overheads and elevating himself and his business profile within his community.

By appointing the product to a 'hi-vis' position by the register to attract impulse post shop sales and generating interactive communication with personnel promoting the local community warmth and well being that charitable giving extols.

Displaying, 'Donated to Date' performance via certificates of message board information giving the customer additional incentive to participate to charitable giving



Simple online reordering via a website or email will complete the repeat business cycle.

To the Charity

By enrolling the help of participating retailers they can by arrangement collect revenue of at least circa 20% on sales of promotional products therefore producing sustainable future revenues with repeat auto generating procedures.

By organising and or attending charity events, sponsored occasions

And any large gathering of people, ordering the apples/products to be delivered nationwide to the various venues (next day by courier) and using volunteer members of their organisation to distribute

the product allowing them to take the retailers margin, the charitable donation and any other premium charitable payment that this quality product will attract so the possibility of generating 100% plus mark-up.



Potential Charitable Events and Sponsored Occasions



This list is typical and only limited by the imagination:

Schools, Colleges and Universities

Scout Events

Sporting Events: Football, Rugby, Cricket, Motoring, Marathons and The Olympics

Sponsored Walks, Fun Runs and Bicycle Races

Point to Points and Races

Any large gathering (and there are many internal events)

Parties, Weddings, Village Fetes, High Street selling

Music festivals and Concerts, Parties in Parks

Corporate events and Rallies,

Promotional entertainment venues conferences

Caravan and Seaside sites, Farmer's Markets, Shops and Shows

Seasonal Celebrations: St Valentines, Easter, Halloween, Bonfire Night, and Christmas, Birthdays, and Anniversaries, Rallies, Meetings and Marches

Concessions licenses to sell may often be given to licensed charities and fundraisers at 'closed events' that would be denied to commercial vendors.

Personalising the Apples



Personalised Colours and Toppings individually decorated to customers specification (nuts, chocolate, marshmallows, sweets, chocolate sprinkles personalised messages, corporate colours additional coatings of white/milk/dark chocolate)

The toffee apples can be supplied with charity logo stickers, edible sugar paper prints and

other bespoke packaging options.

Toffee-apple Trees 'Croquembouche' Style, we also supply for private events such as weddings and corporate functions.

Charity Apples can also supply full marketing pack for your event from Point of Sale material, site support staff, branded T-shirts, give us a call today to discuss your event details.



**Jackson's Catering is a registered 'charity apples' supplier
throughout the UK.**

**For more information and to discuss your event requirements contact us on
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