

AFFY TAPPLE

Since 1948

THE ORIGINAL CARAMEL APPLE!



U.S.
Grown

Probiotic
Benefits

cRc
Kosher
Certified

Certified
Minority
Owned
Business

SQF
Level 2
Certified

www.AffyTapple.com

• 6300 Gross Point Road Niles, IL
60714

• Celebrating 75 YEARS in
2023

A MESSAGE FROM OUR CEO, BRANDON BEAVERS

For 75 years, Affy Tapple has been bringing confectionery treats to the Chicagoland area. In 2017, the stewardship and responsibility of maintaining the quality reputation of the Affy Tapple legacy was entrusted to me when Beavers Holdings became the owner of Affy Tapple. As a Chicagoan myself, I know how important it is to the people of Chicagoland that the Affy Tapple they feed to their kids is the same quality and delectable treat they remember from their youth. It is with that civic pride that we stand behind every Affy Tapple produced as we are “The Original Gourmet Apple”.

As of 2023, Affy Tapple is now sold regionally throughout the Midwest and is starting to expand into a nationally distributed brand. While we have large aspirations to expand our reach so new customers as well as transplanted Chicagoans can still enjoy our product, it is not lost on me how important our roots as a Chicago company are to our customers and our city. Today, Affy Tapple employs over 100 workers in our Chicagoland facility as a 100% USA grown and made product sourcing the finest Granny Smith and Gala apples from Michigan, Washington and California. We use high quality peanuts, almonds and candy to decorate our apples and as always, we still make our own caramel from scratch in house.

So whether you're a Chicagoan who has enjoyed our product for generations or are a newly acquired consumer to our product, know that our product is still made with the same care and love that was evident on our first day of operation back in 1948.



WHAT MAKES OUR CARAMEL APPLES DIFFERENT?

1. Our Caramel Apples are the largest in the category.

2. 100% USA Grown & Made

- Sourcing the finest Granny Smith and Gala apples from Michigan, Washington, and California.
- Manufactured in our Chicagoland facility.

3. Addition of Healthy Probiotics

- We helped innovate probiotics in the Caramel Apple space.
- Probiotics help aid digestion, help us absorb nutrients, and improve immune function.¹

4. Legacy Homemade Caramel

- We use real milk and sugar – the same recipe since 1948!
- Our caramel is made in small batches, using copper kettles.

5. SQF 2 Certified



HEALTH BENEFITS OF AFFY TAPPLE VS. OTHER SNACKS

| | Serving Size | Calories | Total Fat | Fiber | Sodium |
|-------------------------------|--------------|----------|-----------|-------|--------|
| Original Plain Caramel Apple | 99g | 140 | 1.5g | 3g | 55mg |
| Original Peanut Caramel Apple | 144g | 230 | 9g | 3g | 55mg |
| Oreos | 34g | 160 | 7g | 0g | 135mg |
| Kind Bar | 40g | 170 | 15g | 7g | 125mg |
| Snickers | 68g | 250 | 12g | 1g | 125mg |

AFFY TAPPLE VS. THE COMPETITION



Affy Tapple
114g



Happy Apple
106g



Tastee
85g

Apples to Apples, We're the Biggest!
We also offer year-round Caramel Apple options.

AFFY TAPPLE YEAR-ROUND CARAMEL APPLES

Year-round availability in single and 3-pack units with seasonal sprinkles that can rotate throughout the year



Peanut

Single #1100099 • 3-Pack #1110099
 Single UPC: 034986000044
 3-Pack UPC: 034986000020
 Single GTIN: 10034986000041
 3-Pack GTIN: 10034986000027



Plain

Single #1100199 • 3-Pack #1110199
 Single UPC: 034986001997
 3-Pack UPC: 034986101994
 Single GTIN: 10034986001994
 3-Pack GTIN: 10034986101991



Chocolaty Peanut

Single #11000XX • 3-Pack #11100XX
 Single UPC: 034986062547
 3-Pack UPC: 034986061991
 Single GTIN: 1003498600XXXX
 3-Pack GTIN: 1003498600XXXX



Halloween Sprinkles

Single #1100110 • 3-Pack #1113091
 Single UPC: 0349860011002
 3-Pack UPC: 034986130901
 Single GTIN: 10034986001109
 3-Pack GTIN: 10034986130908



Holiday Sprinkles

Single #1100209 • 3-Pack #1113110
 Single UPC: 034986160397
 3-Pack UPC: 034986812616
 Single GTIN: 10034986160394
 3-Pack GTIN: 10034986812613



Valentine's Day Sprinkles

Single #1100207 • 3-Pack #1113108
 Single UPC: 034986663584
 3-Pack UPC: 034986652113
 Single GTIN: 10034986663581
 3-Pack GTIN: 10034986652110



Spring Sprinkles

Single #1100204 • 3-Pack #1113109
 Single UPC: 034986025733
 3-Pack UPC: 034986396680
 Single GTIN: 10034986025730
 3-Pack GTIN: 10034986396687



Patriotic Sprinkles

Single #1100206 • 3-Pack #1113107
 Single UPC: 034986750017
 3-Pack UPC: 034986740476
 Single GTIN: 10034986750014
 3-Pack GTIN: 10034986740473



AFFY TAPPLE PRICING

| Delivered Pricing | | |
|--------------------------|----------------|----------------|
| | Singles | 3 Packs |
| Retail | \$1.99 | \$4.99 |
| Cost | \$0.82 | \$2.85 |
| Margin \$ | \$1.17 | \$2.14 |
| Margin % | 59% | 43% |

AFFY TAPPLE CELLO-WRAPPED GOURMETS

Our legendary Caramel Apples are better than ever with this new collection of cello-wrapped gourmets! Enrobed in our homemade caramel and delicious toppings, these six flavors, Plain, Peanut, Almond, Triple Chocolate, M&M®, and Toffee & Chocolate, are pure indulgence.

B = Base Pricing
P = Premium Pricing



AFFY TAPPLE PRICING

CELLO WRAPPED GOURMET APPLES

| Delivered Pricing | | |
|--------------------------|-------------|----------------|
| | BASE | PREMIUM |
| Retail | \$ 8.99 | \$ 9.99 |
| Cost | \$ 5.00 | \$ 6.25 |
| Margin \$ | \$ 3.99 | \$ 3.74 |
| Margin % | 44% | 37% |

Current Retail Partners



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FOOD MARKET

MARIANO'S



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MARKET

TONY'S
Fresh Market

WOODMAN'S
MARKETS



festival
foods

MEET THE TEAM

You'll get dedicated Sales and Customer Service Reps!



ROB FASCIA

Vice President of Sales Midwest & East



WENDY BETTINGER

Customer Service Manager



CELEBRATING

75

YEARS OF AFFY TAPPLE