

# Why Equal Exchange?



## Your Community

Bring people together with delicious coffee, tea, chocolate and foods that make a difference.



## The Farmers

Fair Trade helps to strengthen communities, support families and empower individuals.



## Our Planet

Together with our farmer partners, we work to implement innovative, sustainable and environmentally sound practices.

“Everything about Equal Exchange inspires me. People helping people, making life a tiny bit better for our brothers and sisters.”

— PASTOR DAN BEHNKE  
FAITH LUTHERAN CHURCH  
MARSHFIELD, WI

PHOTO: Green Coffee Buyer Carly Kadlec with the people of the Pampas Salinas community, members of CECOVASA, near Putina Punco, Peru.



Equal Exchange trades fairly and directly with over 40 small-scale farmer co-operatives worldwide to bring you delicious coffee, tea, chocolate and more. We believe that, together, we can build a more equitable and sustainable way of bringing food to our tables.

We're proud to partner with 13 faith-based organizations that share our vision of a better world. Your Fair Trade coffee hours, table sales and buying clubs go a long way toward making this vision a reality. Every day, your congregation and thousands like it are making a difference just by choosing Fair Trade.

Thank you for all the work that you do to improve the lives of others, both at home and around the world!

Thank You

LEARN MORE ABOUT OUR MISSION AT: [shop.equalexchange.coop/mission](http://shop.equalexchange.coop/mission)



# Holiday SALE GUIDE

Welcome! We're so excited that you will be selling Equal Exchange coffee, tea, chocolate and foods for the holidays. In this kit, you will find inspiration, resources and practical advice for planning a fun, festive Fair Trade sale in your community. We've included:

- A **wholesale catalog** to help you select the right products, from chocolate bars to crafts.
- A colorful **poster** you can use to advertise your sale.
- **Cards** to include with gift purchases that feature a little *extra* gift—a coupon for the recipient!
- A **table sign** with information about our gift baskets and business gifts, so that your customers can give some of the products they love to their colleagues, clients, coworkers or friends.
- A **table sign** announcing our special Organic Chocolate Winter Minis, which make delightful gifts or stocking stuffers.

Take a look through this **guide** for lists of bestselling products and tips from some of the thousands of congregations and groups that have been featuring Equal Exchange at their holiday events for years.

We hope these resources help make this your best sale yet. Happy Holidays!



# Get inspired

We want your holiday bazaar to be a huge success! This list will help you get started and keep going strong through the holiday season.

Wondering what to offer? Try some of these best sellers

Pro Tip: Is this your first sale? Start conservatively with 2-3 kinds of each type of product (coffee, chocolate, tea, etc.)

## COFFEE:

- Organic Proud Mama
- Organic Breakfast Blend
- Organic French Roast
- Organic Love Buzz
- Organic Decaf
- Organic French Roast Single Serve Cups

## TEAS:

- Organic English Breakfast
- Organic Green Tea
- Organic Rooibos
- Organic Chai
- Organic Peppermint
- Organic Ginger Tea

## CHOCOLATE:

- Organic Dark Chocolate Caramel Crunch with Sea Salt
- Organic Dark Chocolate with Almonds
- Organic Milk Chocolate Caramel Crunch with Sea Salt
- Organic Milk Chocolate with a hint of Hazelnut
- Organic Dark Chocolate with Lemon, Ginger and Black Pepper
- Organic Panama Extra Dark Chocolate

## COCOA:

- Organic Hot Cocoa Mix
- Organic Spicy Cocoa Mix
- Organic Dark Hot Chocolate
- Organic Baking Cocoa

## FAIR FOODS:

- Organic Extra Virgin Olive Oil
- Tamari Roasted Almonds
- Organic Apricot Cashew Fruit & Nut Bars
- Organic Semi-Sweet Chocolate Chips

## OTHER ITEMS:

- Artisan Jewlery
  - Gift Wrap
  - Seasonal Items
- check our web store for special holiday items.

## HOW MUCH Should I charge?

- You can raise funds for special congregation projects, trips or activities by marking up your products 25-40% of your cost. Folks will love buying gifts that help their community.
- Round up to the nearest dollar to help cover costs and make giving change easier.
- You can make gifts more accessible by selling at cost.
- Sell multiple items at slightly reduced prices (one chocolate bar for \$3, two for \$5) to help encourage more sales.

## HOW CAN I Promote?

- Announce your sale early and often. Start promoting a few weeks before your first sale.
- Spread the word in your congregation. Make announcements during services and put up a sale flyer in a visible area and in bulletin inserts.
- Promote to your broader community with announcements in newsletters, email lists and on your web site or social media pages. Community bulletin boards and local news media are also good ways to get the word out.



Need some text for your bulletin insert or newsletter about your upcoming sale? Feel free to use this blurb:

### Give Gifts that Give More!

This year, join us for our Holiday Bazaar. [insert date, time and location of your bazaar]

Give fairly traded gifts this holiday season from Equal Exchange. All products are sourced from small-scale coffee, tea and cocoa farmer co-operatives in Latin America, Africa, and Asia. Through Fair Trade, farmers are better able to:

- Support their families • Build their own business
- Improve their communities
- Protect and care for the environment

## HOW CAN I Sell More?

- Hold your sale over two or three consecutive weeks to give folks more time to shop and come back for more!
- Save some of your products for the second or third week of your sale to keep inventory fresh and encourage folks to shop again.
- Incorporate other local or Fair Trade vendors in your sale to help diversify your inventory and introduce new Fair Trade names to your congregants.

HAVE A  
Successful  
Sale & give  
back more  
with tips and tricks  
from the Pros

## attract YOUR CUSTOMERS

A colorful, well organized sales table will help you attract customers.

- Use a colorful tablecloth and add some holiday touches like gift basket displays.
- Post prices with a table sign.
- Our wire display racks help create an attractive sale table. Find them at [shop.equalexchange.coop/supplies/selling-supplies.html](http://shop.equalexchange.coop/supplies/selling-supplies.html)

## Share THE MISSION

Use your holiday sale as a way to showcase Fair Trade in your congregation. Let them know that these gifts give back to their local communities and farming communities around the world.

- Educate your community about your denomination's Small Farmer Fund with our partnership brochures.
- Explore our online media resources, including fun and informative videos to share with your congregation.

For more information visit

[equalexchange.coop/ee-and-you/tools](http://equalexchange.coop/ee-and-you/tools)



Have a great idea or a success story? Tell us how you did it! We'd love to hear your holiday sale story.

Send an email to [communityorders@equalexchange.coop](mailto:communityorders@equalexchange.coop)

Or talk to us 774-776-7366

Shop online at [shop.equalexchange.coop](http://shop.equalexchange.coop)

Or learn more at [equalexchange.coop/ee-and-you](http://equalexchange.coop/ee-and-you)

[www.equalexchange.coop/community](http://www.equalexchange.coop/community)

## GIVE THEM A LITTLE taste

Give folks a taste and they'll be sure to buy!

- Break up some chocolate for sampling.
- During coffee hour, brew some of the coffee you plan to sell.
- Offer olive oil in a dish with fresh bread for dipping.
- Hold a holiday bake sale and use our chocolate chips, raisins, baking cocoa and more! Use your own recipes or try out one of ours at [equalexchange.coop/recipes](http://equalexchange.coop/recipes).

## HAVE fun AND GET CREATIVE

Spread more holiday joy with creative gift-making activities. Invite your community to try these fun ways to give unique gifts.

- Create a Chocolate Minis gift bag! Use your own bags, stickers, ribbon and bows, or use our Minis Packaging Kits and add your own special touches.
- Distribute bulk coffee into plain tin-tie bags and decorate away! Our handmade gift wrap also makes beautiful craft paper for decorating.
- Assemble your own personalized gift baskets. Get creative with baskets, ribbon and decorations from home or a craft store and fill them with Equal Exchange goodies.