

**FIRESTICKS®**

**CAYENNE**



**REGULAR**

**CAYENNE PRETZELS**

## Greetings!

I'd like to introduce you to the perfect craft snack for your customers. Firesticks Cayenne Pretzels are irresistibly delicious with a unique, crunchy texture that's hard to stop eating. All of our varieties start with just the right amount of cayenne pepper to build the heat without overwhelming your taste buds.

## One pepper, seven current varieties.



Regular



MN Mild



Lime



Bloody Mary



White Cheddar



Dill Pickle



Curry

## Pricing.

Firesticks are sold in cases of 24 boxes at \$2.49 per box, totalling \$59.76\* and have a suggested retail of \$5 a box.

*\* Price includes shipping or delivery in the Midwest (\$10 per case surcharge outside of MN, IA, WI, ND, SD, & IL).*

You can purchase cases of each of our 7 varieties, or try one of our variety cases and see which ones your customers like best!

### Original Variety Case:

6 boxes Regular  
6 boxes Curry  
6 boxes Lime  
6 boxes White Cheddar

### New Variety Case:

6 boxes MN Mild  
6 boxes Dill Pickle  
6 boxes Bloody Mary  
6 boxes White Cheddar

We'll also add you to the "Where to Buy" page on our website and create social graphics at your request.

If you have any questions, please give me a call at 320-223-5337. To order, visit [firestickpretzels.com/retail](http://firestickpretzels.com/retail), or email [becky@firestickpretzels.com](mailto:becky@firestickpretzels.com).

Thank you!

Becky Ten Voorde  
Owner and gal behind the pretzels.





## The birth of a hot (pretzel) idea.

The story isn't nearly unique as the pretzels. Owners Becky and Randy Ten Voorde met at a local ad agency over 20 years ago where he instantly fell in love with her. Maybe not instantly, but when he discovered their mutual passion for trivia (he asked her who Beaver Cleaver's fireman friend was, she responded, "That's easy, everyone knows it's Gus."), he knew she was the one for him! And coincidentally, trivia is what led to the creation of Firestick Pretzels.

For many years the couple hosted a team that participated in an annual 50 hour trivia contest. Hosting team *DOA Hole* meant providing room and board for up to 20 people for the whole weekend, including snacks and beer. Lots of snacks and beer. About 15 years ago, Becky was researching recipes for the weekend and found one for seasoned pretzel twists that looked interesting. After a few adjustments, including using sticks instead of twists, a trivia snack tradition was born!

Fast forward to late 2016 when they noticed that many taprooms they visited carried seasoned pretzels for snacks. They tried a few varieties and thought, frankly, Becky's were better. On the drive home they came up with the name Firesticks, since they're spicy and sticks, and that they should be packaged in something that resembled a vintage matchbox, since they also resembled matchsticks. Next came developing the logo, packaging, and the Firesticks brand. Their real jobs are in marketing, so this was the fun part!

The real work was getting the brand trademarked, perfecting the seasonings to taste just right with our spice supplier, and finding a co-packer to make the pretzels. Everything was ready to go last March, when, along with the rest of the country, the company was waylaid by COVID. In May the first shipment of 4 oz bags were delivered to their MN warehouse to be packaged in their distinctive matchboxes. They've been landing in locations across the Midwest ever since!



Join us online!

FirestickPretzels.com   @firestick\_pretzels  
Firesticks   @FirestickPretz1