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## Watch Tom Shrink Wrap the Rolls Royce



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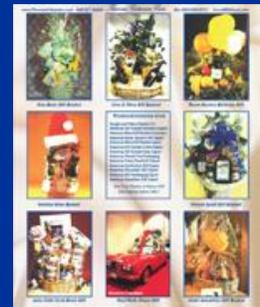
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[See Golf Cart wrapped click here](#)



[Click here to see Rocky Gift](#)



[Click here to see Oprah Gift](#)

The above caption is only a copy of our website! To visit see below!  
**Home of Americas Gift Basket Business University Home Study Course**  
 We have been helping you make Chocolate Gift Basket Business History Since 1969  
**HOW TO SURVIVE THE NEXT FOUR YEARS WITH MY MARKETING PACKAGE!**

Amer. Chocolate Gift Basket Business Expert, Saving Your Store From Bankruptcy!  
Thomas Catanese.Com  
324 Knoll Rd.  
Plymouth Meeting, PA 19462  
610-277-6230 - Cell - 610-331-3863  
tccat523@aol.com

[www.thomascatanese.com](http://www.thomascatanese.com) Click here to see Tom Wrap the Rolls!

Google and Yahoo ranked us #1 for the search term:

**Americas Chocolate Gift Basket Business Expert.**

**Send no Money Now! I call this offer; How to Survive the Next Four Years!**

**The last four have been really bad! The next four will be worst!**

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This offer is a Chocolate and Confection Industry White Paper Report to you!

Here are the three components you will need to SURVIVE!

Ref: The 12 Deadly Sins That Every Mature Business Owner Commits Each Year!

This is a 10 page Important Industry White Paper Report! Value: \$99.00

Five - Two Hour Award Winning Business Gift Basket Videos: \$169.75

One Hour of Private Chocolate Business Consulting on the Phone: \$90.00

Full Value Total: \$358.75

Your Cost: \$149.95 and that's a delivered price! Send No Money Now!

Here is the Real Surprise! You receive it before you pay for it! That's called TRUST!

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Dear Chocolate Industry Friend

A few months ago I received a call from an old client of mine! She was crying on the phone! I asked her what was wrong. She said, Tom my Grandmother started this store in 1947 and now I am in a position where I may go bankrupt! We talked for over 40 minutes. It was a very sad, sad call. She said that she had not kept up with all the new trends. Then CVS and the Walmart came to a strip center two blocks away. They were selling brand name Chocolate's much lower then I could even buy them. Then the CRASH of 2008 really put a hole in the business. Each year sales kept falling off. I recall attending two of your Chocolate Sales Seminars but I just felt I did not need to do anything new! Our store was an old fashioned store! Now my credit cards are maxed out. I was never on COD before with my suppliers. And now 2012's sales dropped 50% of 2011. My profits are shrinking! She said that she was upside down with her store mortgage. She was over her head in debt. As she went on I felt as if she were confessing her Marketing sins to me. She said, many of her old clients had moved away and many of the older ones had passed away. Her town had changed. My old customers recalled the time when her store was the best Chocolate store in town. She said, now both the IRS and the state tax people are after her for past taxes. She was asking for my help! We made a phone appointment for the next night. Once she shared all of her information with me I could see that she was in deep trouble. I told her that I would be her Chocolate Business Angel for the next 4 month's. To see if we could save her business! I said, its going to be a long road. I told her I hoped that my expertise will help her save your Grandmother's business!

***Do you know the name, Tom Catanese? You Should!***

In 1969 I exhibited at my first Phila. Candy Show! Since then I have exhibited and attended 84 Phila. National Candy Shows. Of the 95 National Chocolate and Confection Sales, Marketing and Gift Design Seminars 12 were for the Candy Show. In 1972 I joined the International Fancy Food and Confection Show in New York. Last

years show in Washington was my 70<sup>th</sup> show to exhibit and attend! That show invited me to present 8 Confection Gift Basket Sales, Marketing and Gift Design Seminars for them in New York at the Javit's and at Moscone Hall in San Francisco and in Chicago at Mc Cormick Place. Getting invited to 3 European International Expo's in London and Paris is no easy trick! These Europeans saw me in action in New York! You had better show up with many NEW CONCEPTS to address their Conventions. I presented Chocolate Gift Designs that they had never seen before and received rave reviews from their Industry press!

So since 1977 I have presented 3 Gift Business Chocolate Industry Sales and Marketing Seminars every year for 30 years! If you don't recognize my name you may be new to the industry!

If you have never seen anyone conceive, design, fill and Gift Wrap a Rolls Royce convertible then take a ride on my website!



My website at: [www.thomascatanese.com](http://www.thomascatanese.com) and click on the yellow blinking line that say; Watch Tom Gift Wrap the Rolls. I have done not one but three Rolls! So now we come to the very important question of why I have sent you this E-mail?

America is in TROUBLE! If Congress was working together it would be one thing but they are miles apart! America is heading for Bankruptcy! My Seminars are not only about Gift Baskets but they are all about the business of running a business!

**I want to help save you from the same faith as the gal that I have helped in the past!**

**If you knew that you could save your business from Bankruptcy for as little as \$149.95 would you spend that money?**

**Now here is the real surprise! Send no money! I trust you!**

**That's right. I want you to review and view over 12 hours of very PROFITABLE inside information and industry trade secrets!**

**Hey, you may say I don't need any ones help! I know what I am doing!**

**That's what my friend said to me! I don't need anyone help!**

**So here is what I am going to do! I will send it to FREE of CHARGE!**

**Now very few companies offer their products this way! Do you know why?**

**Because you don't TRUST ME! But thousands of companies across America do!**

**How long have you been in business? I have been in business since 1967!**

So if you are not totally happy with the technical trade secret information I send you then you simply return it, no questions asked! I will cancel the order, you send it all back!

Again I will say, Don't Send Money! Just place the order;  
**HOW TO SURVIVE THE NEXT FOUR YEARS with my Marketing Package!**

So let me tell you what you are going to receive? First of all I wrote this White Paper Report to you just as if you were attending one of my 95 National Business Seminars across the country at the many Conventions and Trade Shows I am invited too! I ask you to think that you are in the audience watching what I do and listening to what I say! The entire Sales, Marketing and Gift Designs package consists of three important money making opportunities!

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This is a 10 page Chocolate Industry Sales and Marketing White Paper Report titled:

## **The 12 Deadly Sins that Most Mature Store Owners Commit Every Year!**

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***First Value*** This report to you and the industry will give you a future business plan for your store! When businesses fail, they failed because they lacked planning, technology and new trends and new concepts to stay current with in the industry. My Industry Report will delivery that important trade secret information to you! This Report is valued at \$99.00!

### ***Second Value: Five Gift Basket Industry Award Winning Videos!***

These videos will not only educate you but will help educate your staff. These are training and instructional business DVD's! I am going to do for you what you can not do your self! These five videos will educate you but also educate your staff! The only thing you need do is let them view all of the DVD's!

I spent over \$95,000 to create these 5 DVD's. These are not home movies! They are professional directed and produced! I have produce and directed and filmed five 2 - hour Award Winning DVD Videos. Each of these Videos was awarded a Video Industry Gold Statue or Award! When you first receive them, fast forward each one! In this way You will be able to at once see their value for your store!

This Value is: \$169.75!

***Third Value*** Once you have received this Marketing Plan for you and your business you will have questions and want some feed back from me concerning the plan. I will spend one hour with you on the phone after you review my DVD's t no charge. I will discuss your top concerns and question's about all the information and inside trade secrets. If you decide that all of the information that I sent you is of no VALUE to you then you only need to return all of that information and the order is canceled! In that case then I would not discuss what I sent you. I would normally charge a consulting fee of \$90 per hour. But this one hour is FREE after the 30 day review period is complete. This value is: \$90.00.

This offer contains 10 hours of Gift Basket Seminars that you can watch in your Den with coffee. There are over 148 Trade Secrets in all 5 DVD's!

### ***The San Francisco Gift BasketBusiness Symposium***

Awarded the Telly Gold Statue Award for Educational Video Presentation!

This was filmed at the World Famous Palace Hotel, the most beautiful Hotel in San Francisco. This Hotel was the only building left standing after the 1907 earth quake! This is a Gift Basket Business Seminar! This Seminar has 27 industry trade

secrets, including how to shrink wrap a handle basket filled with Chocolate without melting the Chocolates.

This Seminar's topics cover: Goal Setting – Product Presentation - Mark Up Percentages – Advertising – Bartering – Gift Design – Gift Packaging - Delivery Dynamics of You! This DVD will give you a step by step How TO format to create four different Gift Basket styles. Value: \$29.95

## ***2. The A B C's of Great Gift Basket Idea!***

**This Seminar Awarded Video Industry Communicator Award!**

This DVD hosts 10 different "How To" Gift Basket concepts! Each Gift is created in a step by step basis so that you can follow the designer.

I created: Sparkling Champagne Nights, Lovers Wine Basket, Family Tree Basket, Big Balloon Birthday Basket, New Baby Gift, Money Tree Gift, Pasta Gift, Mothers Day Gift, Pack and Stack Gift. It has 26 trade secrets that will put money in your pocket! Value: \$29.95

## ***3. Great Gift Packaging Ideas from A to Z***

**This DVD was awarded the Video Industry Clap Board Award**

This video offers over 33 different trade secrets along with 8 different tips and concepts. Flare Top Packaging – New Age Confection Gifts – Cello vs Shrink- Holiday Cheer Gifts – Chocolate Vanity Gift – Tailgate Gift – Bridal Shower Gift – Hanukah Gift – Dust Pan Gift - Value \$29.95

## ***4. National Sports League Gift Creation Video!***

**This DVD will open a whole new concept in male Corporate Gift Giving.** The very important trade secret in this DVD is the list of all of the Sports League Manufacturers who make the coffee mugs, the pennants, the beer mugs, the bumper stickers the logo decals, the license plates and the pens and pencils! You will now be able to create a NFL Football Gift using licensed products that you purchase wholesale! There are 25 different, NFL, MLB, NBA, NHL, NASCAR and PGA Golf Gifts in the! Video. Your competition will not know how you are doing this!

This DVD was awarded the CINDY Video Industry Gold Victory Award for Best of Industry! This DVD has 46 trade secrets. This DVD will make you money by picking up Corporate clients who like Sports!

Value: \$39.95 To see all of these Sport League Gifts click on the Award Winning Gift Basket Videos button on home page scroll to bottom.

## ***5. Hollywood LA Gift Basket Sale, Marketing Symposium***

**This DVD is all about the Corporate Gift Market!**

There are over 35 gift designs and Corporate Gift Themes in this video. Over 32 traded secrets, that discuss Product Integrity, What is a blind Gift Basket, I do a Real Estate Gifts, A New Car Auto Dealership Gift, a Dump truck Gift and two Celebrity Gifts, one for Sly Stallone and one for Oprah. a Tennis Racket Gift and Oh LA LA Gift, What legal when using Wine in Gifts. The Santa Gift, Helping you photograph your Gifts for Catalog. This Video was awarded a Communicator and Educational Merit Award. Value: \$39.95

Here are the direct links to my website that will help you evaluate this report!

[www.giftbasketvideos.com/videos.htm](http://www.giftbasketvideos.com/videos.htm)

This link will take you to the 6 page Gift Basket Video site. Each DVD is states how Many trade secrets there are in each video. There is a total of 148 Trade Secrets in all 6 DVD's.

[www.giftbasketsvideos.com/credentials.htm](http://www.giftbasketsvideos.com/credentials.htm) Here are 40 Years of my Credentials:

This link will show you all of the London and Paris Symposiums that I presented to the European's. You don't get invited to Europe unless you're doing some thing they are not doing!

[www.giftbasketvideo.com/consulting.htm](http://www.giftbasketvideo.com/consulting.htm) Find a Gift Basket Expert: This link will take you to my Industry web site list of all of my National Sales and Marketing Gift Design Seminars that I have presented across the country over the many years. You will also see a photo collage of the many people that I have helped to increase their businesses over the many years.

[www.giftbasketvideo.com/gallery.htm](http://www.giftbasketvideo.com/gallery.htm) This web page has over 120 individual color photos of every type of Gift Basket Design. You will see Chocolate and Confection Gifts. Wine and Spirit Gifts, Celebrity Gifts, Fancy Food Gift, Floral Gifts and Cosmetic Gifts. No other website in the industry has the amount of profitable information on it that I do!

Shown below are the Jewel Box pictures of each DVD.

For you to order: How to Survive the Next Four Years Marketing Plan,  
Simply call: 610-277-6230 –or e-mail us at [tccat523@aol.com](mailto:tccat523@aol.com).

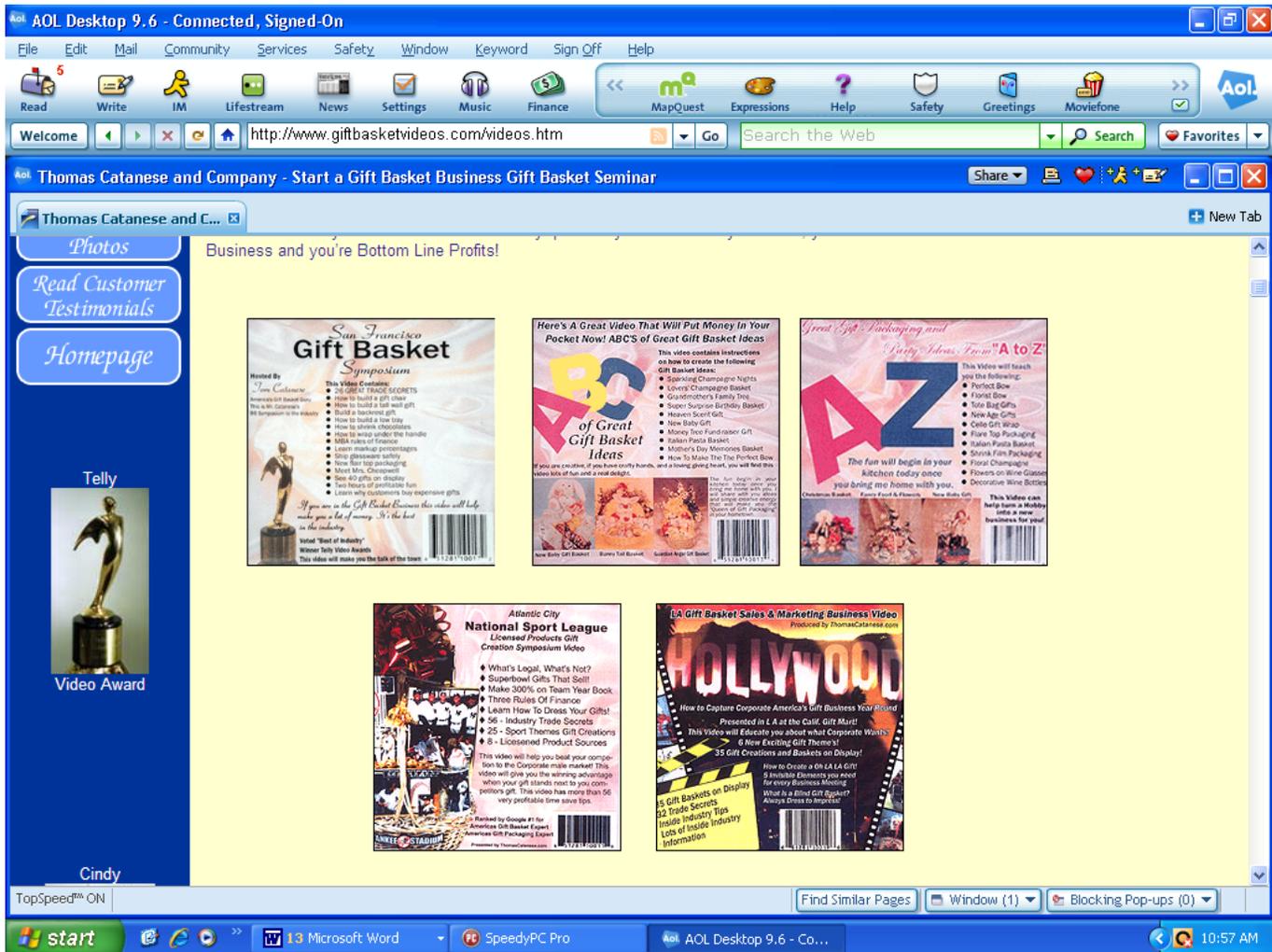
We will contact you to confirm your order and the shipping date!

There is an old Scouting motto- Be Prepared and that is what this  
White Paper will do for you!

Sincerely Yours

Tom Catanese  
CEO

PS See Retailer and Supplier Industry References below!



Here are just a few of the many Industry references that I can offer you to contact!  
 Many are 40 year old friends and clients!

**Malley's Chocolates Adele Malley Queen of Chocolate 216-226-8300**

In 1998 I had presented 4<sup>th</sup> Chocolate University Gift Designs Seminars for Adele. She called me Americas Chocolate Gift Godfather. Adele had been presenting her Chocolate Univ. From 1985 to 2000 Then she retired.

**Dorothy's Candies - Marti Gastel - White Oak, PA**

[info@dorothyscandies.com](mailto:info@dorothyscandies.com)

**Gabe's Chocolates - Andy Kasparian Bensalem, PA**

[sales@thechocolatestore.com](mailto:sales@thechocolatestore.com)

**Ashers Chocolates - Jeff Asher**

[jasher@ashers.com](mailto:jasher@ashers.com)

**Chocolates By Michele - Michele**

[limobob124@gmail.com](mailto:limobob124@gmail.com)

**Birnn Chocolates Jeff Birnn**

[jeff@birnn.com](mailto:jeff@birnn.com)

**Graeters Chocolates Steve Helmick G M**

[steve@graeters.com](mailto:steve@graeters.com)

**Sweetrexies Chocolate Gifts Nanci Lewis**

[nanci@sweetrexies.com](mailto:nanci@sweetrexies.com)

**Specialty Food Magazine**  
**The International Voice of the Fancy Food**  
**and Confection Industries in America**

International Fancy Food and Confection Association - NASFT

**2013 Leadership Award Nominee:**

**ThomasCatanese.com**

Date: 03/01/13 | Source: Member News | Author: Hannah O'Donnell

Categories: Membership; Events | Tags: Business; Leadership; Philanthropy; Social Issue; Vision

**Award Nominee Categories: Vision, Creative Gift Design & Business Leadership**

Tom Catanese founded his Fancy Gift Packaging Corporation in 1967, and since then he has conceived, designed and created more than 850 original gift basket designs. He has educated over 10,000 gift basket retailers at seminars and symposiums across the U.S. and abroad and produced nine educational DVDs on sales and marketing of specialty food gift baskets. Catanese's creativity, talent business expertise have been a driving force throughout his career in the five industries he has served! He continues to inspire his fellow retailers. Catanese has presented 95 National Gift Food Sales, Marketing and Gift Design since 1977. He was invited to address the British Food and Drink Expo in London and the International French Chocolate & Confection Expo in Paris where he presented his Gift Business Sales and Marketing expertise! He is famous for creating three Rolls Royce Hollywood Celebrity Convertible Gifts and filling them with World Class Foods and giant Champagne bottles. In 2007, Catanese founded, Save Our Children's Future, a drug education program. Through presentations and an online resource guide, Catanese hopes to empower and educate parents on the effects of illegal drugs so that they can defend their children lives.

- Presented 95 National Gift Basket University Symposiums
- Presented 4 International Gift Basket University Symposiums
  - Louisville Gift Show
- 7 International Fancy Food & Confection Shows
  - Harry and David, Medford, Oregon
  - Godiva Chocolatier Convention
  - Walt Disney World, Grand Floridian Hotel
- 10 Symposiums for the Phila. National Candy & Gift Shows
  - Hickory Farms of Ohio, Honolulu, Hawaii
  - Rocky Mt. Chocolate Shops Convention
- 3 Symposiums for the Dallas World Trade Mart
  - Orlando Gift Show
  - Chicago Gift Show
  - New York Gift Show
  - Boston Gift Show
- San Francisco Gourmet Show
  - Los Angeles Gift Show
- Las Vegas Hotel Amenities Seminar
  - Denver Gift Show
- Malley's Chocolate University
  - Teleflora Convention
  - FTD Convention
  - New Orleans Gift Show
- The Washington International Fancy Food Show
  - British Food & Drink Expo, London
- The International French Fancy Confection Show, Paris
  - London Giftware Symposium, Ritz Hotel
  - 3 National Package Store Conventions
- San Francisco International Fancy Food Show
  - New York Metro Wine & Spirit Show
  - Napa Valley Wine Gift Basket Symposium
  - Columbus Gift Show



**San Francisco Gift Basket Symposium**  
 The Symposium contains 26 Trade Secrets.  
 Goal Setting -Product Presentation - Adv Markup Percentages - Construction - Gift Design - Delivery - Dynamics of You



**The A B C's of Great Gift Basket Ideas!**  
 24 Trade Secrets 10 HowTo Gift Designs  
 Champagne Gift -Wine Gift - Birthday New Baby - Mothers- Gift Money Tree Pack & Stack - Perfect Bow



**Great Gift Packaging Ideas from A to Z**  
 34 Trade Secrets- New Age Gift -Shower Gift -Hanukkah - Chocolate Gift - Book Basket Cello vs Shrink - Tote Bag



**The LA Gift Basket Symposium**  
 35 Trade Secrets -Oh LA LA Gift Dealership Gift- Realtor Gift - Mrs. Cheapwell - Ship Boxes - New Age Gift - Sports Gift - Post Shrink - Flower Gift Basket - Filler



**National Sports League Gift Seminar**  
 How To Create Legal NFL, NBA, MLB, NHL, NASCAR - PGA Gifts- Licensee Maker Sources -Whats Legal?

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## How Sweet it is! – Chocolate Gift Baskets For Fun and Profit, Mostly Profit! **BOOST GIFT PROFITS**

**Gift Basket Expert Tom Catanese, of Thomas Catanese.Com, exhorts retail confectioners to re-examine their gift basket strategies and boost profits.**



RETAIL CONFECTIONERS are missing out on maximizing the profit potential of the \$4 billion gift basket market, according to Tom Catanese, president of gift packaging and equipment supplier Thomas Catanese.Com

**Tom Catanese with one his most recent gift creations styled to reflect and celebrate the ultimate Chocolate Lover's Gift.**

Catanese, a 35-year veteran of the gift food market, says gift baskets and Gift Box creations provide an ideal and profitable opportunity for retail confectioners to separate themselves from competitors. He tells *Candy Business Magazine* many retail confectioners limit their gift offerings based on misperceptions about customers' needs, price points and gift seasonality. Just look at the top gift basket companies like Harry & David. They now sell chocolate gift baskets all year round.

He says that many retailers base their gift offerings on what they think they might sell to their everyday customers. That, he says, is wrong -- gift Chocolate sales must be seen as incremental, and retailers should never assume people entering their stores don't have the ability to pay far more than might be imagined for gift baskets that are packaged and merchandised properly. The national average price people pay for gift baskets is about \$45 - \$50. The average candy sale is only \$18. That's three times their average sale!





The key, he says, is to appeal to their vanity. "Most people have an attitude about what they can afford but smart retailers who put out a selection of gifts at different price points give customers a chance to move up in price," he says.

"Their budget is based on the relationship with the person they are buying for, therefore, the only way a retailer can move a customer up in price point is to appeal to their vanity," he explains. "A good example of this is in the auto business. Why does anyone need a big Cadillac or Lincoln? Vanity sells the products always!"



Appealing to customers' vanity can be achieved a number of ways, with gift packaging foremost, he says.

"Packaging sells the product, first, quality keeps the customers coming back!" he stresses, "and retailers must have a wide selection of baskets, Gift Boxes and Gift Creations including expensive, grandly-styled items."

However, he warns, consumers are smart and after a gift attracts their eye, the first thing they normally do is pick it up to evaluate its weight, linking heavier weight with better quality.



The second factor influencing consumers is the gift's content, and here Catanese says gift pack content must never, ever be compromised. They want to know what is in the Gift?

Product integrity is crucial, he says, and using Quality, and branded items also appeals to customer vanity. He recommends the major part of a gift's cost should be put into its content. He says, "The three most popular food choices for a gift basket are chocolate, chocolate, and more chocolate!"



As important as the gift itself, which need not always be based on a basket, is the overall image of the store as a leading gift supplier.

This, he says, can be achieved by making sure some gifts fall into what he calls the celebrity/high profile category. Oh-La-La gifts create excitement in the store!

"Celebrity/high profile gifts that exceed the normal dollar spent in your store will raise the store's profile," he explains, which will make customers far more likely to pay more than they might have originally intended.

He admits customers are looking for \$100 gifts that cost only \$29.95, but promises retailers they will be pleasantly surprised by their ability to sell gifts costing up \$150., \$200. and \$250..





## MORE PROFITABLE BASKETS

The following cost allocations are recommended:

- 5% TRIMMINGS
- 10% LABOR (FOR STANDARD BASKETS ONLY)
- 20% CONTAINER
- 65% PRODUCT

SOURCE: Thomas Catanese.Com

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## WHY DISPLAY HIGH-END BASKETS?

Showing Chocolate baskets with price points starting at \$24.95 going up to \$149.95 will:

- INCREASE STORE IMAGE AS A Chocolate Gift DESTINATION POINT
- INCREASE DOLLAR SALES
- ADD EXCITEMENT TO A HOLIDAY OR THEME Sales!

SOURCE: Thomas Catanese & Co.

The secret, he says, is setting a goal of selling such baskets and developing a marketing plan to support the goal. This should include strong in-store signage, mentioning Chocolate Gift Baskets in all literature and promotional pieces and sales staff training.

"Ensure your baskets make an impression," he says, "because you need to be known in your community as the leader in the candy and gift business."

Catanese tells how he has successfully persuaded retailers to create such unusual items as chocolate chairs, which have than sold for up to \$400.

## EXTEND SEASONS, ADD OCCASIONS

He tells *Candy Business Magazine* that planning for the Christmas gift season (when most sales take place) should start as early as January 2<sup>nd</sup>. This is especially important, he says, when targeting corporate gift sales, which always take longer to materialize. People must see chocolate gifts in your store 365 days a year.

Would you go to Car lot to buy a Car if they only sold them in the month of Dec! Of course not!

For corporate gifts, he advises, stores should offer items starting at \$24.95 and running well past \$149.95.

He also urges retailers offer gifts for non-traditional occasions, where in-store signage is vital in reminding customers, for instance, Chocolate Gifts for people in the hospital during Easter, new births, thank you, sympathy, speedy recovery and Chocolate Lovers Gifts.

In short, Catanese says, there are three reasons for properly promoting and merchandising Great Gift Baskets -- profit, profit and profit!

From the MARCH/APRIL 2005 issue of  
**CandyBUSINESS**

**Note:** Some pictures or diagrams are only available through the printed media.