



## *Swiss Maid Fudge Celebrates 50 Years of Fudge and Fun*

Wisconsin Dells, Wis., January 5, 2012—A small, family-owned candy store reaches two milestones in its rich history this year with its 50th anniversary of making fudge and the 90th birthday of former owner and founder.

Swiss Maid Fudge will celebrate its “Legacy of ‘Sweet’ Dreams” through a yearlong series of promotions, giveaways and donations to charity to commemorate the two benchmarks. The candy store plans to release new fudge flavors, hold fudge-tasting parties and host a Maid Your Way fudge-making contest.

“We’re excited to celebrate 50 years of making fudge in the Wisconsin Dells and really want to show our customers how much we appreciate their business and loyalty through our events and giveaways,” said Owner Jane Heller.

### *A Rich History*

Founded in 1962 by partners Charlie Van Wie and Arnold Borchter, Swiss Maid Fudge began with only three fudge flavors. Using only natural ingredients and making the candy confections in copper kettles over open gas fired cast iron stoves, the original founders wanted to bring customers fresh, homemade quality candy.

In 1989, Borchter’s daughter, Jane Heller, assumed ownership of another family venture, Wisconsin Dairyland Fudge, and in 1997, she purchased stock for complete ownership of Swiss Maid Fudge. Heller continues ownership of both candy stores and has expanded the line of Swiss Maid’s handmade candy to include more than 18 fudge varieties, hand-dipped chocolates, salt water taffy, caramel apples, caramel corn, brittles and crunches, and buttery caramel.

“Fifty years later, we are still using the original recipes, just adding different ingredients. I love experimenting to create new flavors to share and satisfy our customers,” said Heller.

### *All in Sweet Fun*

Heller began working in the store at age 14, but did not figure she would go into the family business after college. “Sometimes, things just happen, there was no plan,” said Heller. She returned to the family fudge making business at age 26 and today continues to operate both Swiss Maid Fudge and Wisconsin Dairyland Fudge. Now in her 50s, she still consults her father, who is celebrating his 90th birthday this June, on flavors and business plans.

“My father’s dreams of opening and running a successful candy store have been fulfilled, and I am proud to continue that legacy,” remarked Heller.

Swiss Maid is commemorating the event both in store and online. For promotions, events and a complete product listing, visit [www.swissmaidfudge.com](http://www.swissmaidfudge.com).

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## 50th Anniversary Calendar of Events

This year marks several milestones for Swiss Maid Fudge as we commemorate our golden anniversary and the 90th birthday of our founder, and we want you to be a part of it!

Through a yearlong celebration of our “Legacy of ‘Sweet’ Dreams,” Swiss Maid will offer a series of promotions, contests, donations to charities, and much more.

Check out our calendar of events below for a taste of what we have planned.

- January** Promotions! Like us on Facebook or follow us on Twitter for details.
- February** Join us as we share the love and sweet surprises with foodie fudge tastings throughout the country.
- March** Swiss Maid celebrates Youth Art Month by supporting aspiring artists from participating schools.
- April** Spread acts of kindness with “sweet” notes to nationwide recipients.
- May** Honor Personal History Month and celebrate Cinco de Mayo with the debut of our much-anticipated Mexican flavor fudge.
- June** We’ll offer sweet deals to anyone celebrating their 50th wedding anniversary across the country.
- July** We sweeten the pot for a lucky fan with a giveaway!
- August** Swiss Maid launches a new Maid Your Way special anniversary flavor created and voted on by you!
- September** Kick start a new school year with online specials and discounts!
- October** Support Breast Cancer Awareness Month with “Candy for the Cure,” and spook things up with Halloween specials and activities, including the annual Monster March.
- November** During the season of thanks, Swiss Maid appreciates our supporters and customers with special gifts and discounts.
- December** We’ll spread holiday cheer with a donation to a chosen charity. Stay tuned for details!

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## Jane Heller

*Owner & President, Swiss Maid Fudge*

Jane Heller, owner and president of Swiss Maid Fudge, is no newcomer to the confectionary world. At the age of 14, she began working in her father's candy shop as a sales clerk and continued to learn the business and secrets to making Swiss Maid's treats throughout high school and during her summers in college. After graduating from UW-Eau Claire in 1976 with a degree in business, she returned to Wisconsin Dells to take over operations of her family's candy shops.

In 1997, Heller purchased Swiss Maid Fudge stock from her father's partner's son for complete ownership of the candy store, and today, both Swiss Maid Fudge and Wisconsin Dairyland Fudge operate in tandem under her ownership. Swiss Maid still prepares its products using the same the quality and care that Heller's father Arnold Borchert took with his fudge company in the early days, preparing fresh products with no preservatives for viewing by customers right in the store. Heller continues to consult her father's opinion when it comes to new product development and other business matters.

A master confectioner, Heller is constantly experimenting with new ingredients to create new fudge flavors and homemade candies. She is often seen whipping up new gourmet treats and crafting recipes. According to Heller, "anything tastes better in chocolate."

Heller is married to Tom Heller and resides in Wisconsin Dells. They have two daughters, Chelsey and Carley.



*Swiss Maid Fudge is a 2nd generation old fashioned candy store that first opened its doors in 1962.*





## *Swiss Maid's Random Acts of Fudge*

Packed with 50 years of sweet traditions and memories, we want to continue our legacy in the confectionary world and remain a part of our community and customers' lives.

During our 50th anniversary we want to see you with Swiss Maid showing off your 'sweet' side. It's those gestures, no matter how small, that make a difference in others' lives.

Let's start a movement, indulge in a little kindness and reach 500 acts!

Let Swiss Maid tag along as you spread generosity throughout your day and inspire others to commit random acts of kindness.

### **ACT**

Next time you are going out of your way to help someone or to bring joy to someone else, bring the Swiss Maid cut out and snap a picture!

### **SHARE**

Upload your photos to Twitter or Facebook and tag Swiss Maid Fudge or use the hashtag: #SMF50.

### **RECEIVE**

Throughout the year, lucky Swiss Maid fans will win a sweet prize!

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