

## Media Kit





# 10 Need-to-Knows

1. **Dreamed up by two kids on a playground.** The idea of a booming brownie business was planted in our brains when David and Eileen became friends on the kindergarten playground. Now, we're spreading joy with gourmet brownies and treats.
2. **80 million brownies.** We couldn't believe it either when we sat down and did the math. Since 1992, we've baked more than 80 million brownies. And no, we never get tired of the chocolaty aroma here in the bakery.
3. **#BROWNIELOVE** If you're not following us on social, you might want to! Check us out @fairytalebrownies, and be sure to mention your newfound #BROWNIELOVE.
4. **We're all about fun.** Together with our Fairytale family, we've raised over \$600,000 for our nonprofit partner KABOOM!, worked countless volunteer hours, and donated lots of brownie treats. Thanks to you, we have built three Phoenix-area playgrounds.
5. **No Clip-art here!** All of our packaging is custom designed by our very own in-house graphic artist.
6. **Quality is no accident.** Our team tastes every batch of brownies to make sure they meet the highest quality standards. Can you believe we get paid to eat the best brownies in the world?
7. **Busy, busy.** During the holiday season, we move up to 15,000 hand packed brownie gifts out the door each day, with a team of 70 shippers working around the clock.
8. **Brownies with your brand.** Make your next gift experience extra personal by featuring your logo, graphic, photo, or message printed in full-color on our beautiful packaging. No minimums or setup fees! Visit [brownies.com/custom](http://brownies.com/custom)
9. **Crazy for cookies.** You're already in love with our brownies. Ready to go crazy for Fairytale Cookies? You guessed it, still from scratch and baked with the same premium ingredients as our brownies.
10. **Best blondies.** Imagine a fluffy, golden brownie baked with vanilla and brown sugar instead of chocolate. These irresistible Fairytale Blondies come in four delectable flavors!



## Facts We Love

- David, Eileen, and Fairytale Brownies are all Arizona born and bred! Since 1992, we've been a proud small business here in Phoenix, Arizona.
- Fairytale's co-founders first forged a friendship in kindergarten at Madison Heights Elementary in Phoenix in 1971.
- Community is important to Fairytale Brownies, and through its partnership with the nonprofit KABOOM!, the company has helped build and develop play spaces for kids and communities in need across the United States.
- Fairytale Brownies employs a fulltime workforce of 45 and a seasonal workforce that approaches 200.
- Fairytale Brownies works its magic within a massive 37,000-square-foot Phoenix bakery. You can visit, watch the bakers, and sample treats.
- Fairytale Brownies are baked with imported Belgian chocolate, fluffy cake flour, farm-fresh eggs, and real creamery butter. No preservatives or artificial colors in these gourmet treats!
- In 1995, Fairytale Brownies acquired the URL brownies.com. A simple search.

## An Award-Winning Recipe

Featured in New York Times, The Food Network, USA Today

Voted "Best Local Product" and "Coolest Company" – Phoenix Magazine

Winner of "Internet Retailer Top 100 Award"

Named "Business-to-Business Cataloger of the Year"

Recipient of the Better Business Bureau's "Torch Award for Business Ethics"

Recipient of the Better Business Bureau's "Torch Award for Marketplace Excellence"

## Meet the Magic Makers

# Eileen Spitalny

While most kids were playing kickball on their kindergarten playgrounds, Eileen Spitalny and David Kravetz were deciding how they'd one day own their own company. The two took a childhood pact and turned it into something tangible, with Fairytale Brownies now baking and delivering millions of brownies, cookies, and blondies to new and intensely loyal customers every year.

While Eileen had an interest in being her own boss from day one, she detoured along her path to the gourmet brownie business. She secured degrees in business and Spanish from the University of Southern California and spent seven years as a top sales producer at Univision, a leading Spanish television network. It wasn't until 1992 that she jumped into the brownie game with both feet. Making it a true family affair, Eileen's husband, Michael, was Fairytale's first paid baker and employee.

Nowadays, Eileen serves as the Sales and Public Relations Team Leader, orchestrating the business' corporate sales, wholesale, and public relations efforts. She also has maintained a soft spot for where Fairytale's story began – the playground – and has proven instrumental in supporting KABOOM!, a national nonprofit dedicated to helping communities build and improve their own playgrounds, by donating thousands of brownies, volunteer hours, and more than \$600,000 to its efforts. Fairytale Brownies employees, along with 150 volunteers, built its most recent playground in the spring of 2023, celebrating the culmination of the company's 30th anniversary.

A one-time USC Entrepreneur Alumni Award recipient and Arizona Small Businessperson of the Year, Eileen has made immense strides at the local level, too. In addition to her involvement with the Entrepreneurs' Organization, Eileen has dedicated time as an ASU Art Museum Advisory Board member and Slow Food member. She has served as Programs Co-chair and President for the San Francisco and Phoenix Chapters of Les Dames d'Escoffier, and was featured in *Cooking with Les Dames d'Escoffier: At Home with the Women Who Shape the Way We Eat and Drink*.

Eileen maintains a keen interest in the arts, yoga, and exploring the culinary wonders of the world while splitting her time between Phoenix and San Francisco. You may spot her daughter and husband helping her at times to spread the brownie word worldwide.



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## Meet the Magic Makers

# David Kravetz

Armed with his mother's one-of-a-kind brownie recipe, David Kravetz and Eileen Spitalny turned their childhood dream into everyone's delicious reality: Fairytale Brownies. Since meeting on the kindergarten playground in 1971, David earned his mechanical engineering degree from Stanford University and then garnered packaging design experience from consumer goods powerhouse Procter & Gamble.

Fast forward to 1992: The pair again picks up that recipe and spends late nights in a friend's catering kitchen, baking batch after batch of gourmet brownies to meet rising demand. By the following year, David and Eileen bid farewell to their day jobs and dedicate themselves – and their \$14,000 investment – exclusively to succeeding in the brownie business.

Nowadays, David's late-night baking bouts are behind him because he oversees the operations of what's grown to be one of the nation's best-selling mail order brownie and cookie companies. He gets brownie points for racking up an impressive list of accolades along the way, including turns as Ernst & Young's Arizona Retail Entrepreneur of the Year and the United States Small Business Administration's Arizona Small Businessperson of the Year. Fairytale Brownies, too, has fared well within the award circuit with David at the helm, scoring the Arizona Better Business Bureau's Business Ethics Award, the BBB International Torch Award for Marketplace Excellence, and the Phoenix Chamber of Commerce's Innovative Small Business of the Year, to name a few. David gets extra brownie points for snatching up the URL – brownies.com – in 1995.

When he's not busy with Fairytale Brownies, David enjoys golf, traveling, tinkering in his shop, exploring the ever-expanding Phoenix food scene, and spending time with his family.



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# Our Fairytale (True Story)

When we sat down and did the math, we couldn't believe the numbers. Since the founding of Fairytale Brownies in 1992, we've baked more than 80 million brownies! That's plenty of chocolaty goodness.

The idea behind this booming brownie business was sparked in the brains of two kids on the playground in 1971. Eileen Spitalny and David Kravetz met in kindergarten and discovered that they worked well together on projects throughout their years in school. Owning their own business was a distant dream that finally came true when they took a secret family recipe belonging to David's mother and created Fairytale Brownies.

To this day, every brownie batch begins with imported Belgian chocolate, creamery butter, farm fresh eggs, fluffy cake flour – and a dash of magic. Our team tastes every batch to make sure they meet the highest quality standards. Yes, we get paid to eat the best brownies in the world! Did we tell you that we bake them in 12 gourmet brownie flavors?

We also bake six irresistible Fairytale Cookie flavors and four buttery Fairytale Blondie flavors. Each treat is individually wrapped for freshness and hand packed in our custom-designed gift boxes with a personalized message. Fill up those shopping carts!

We specialize in making the gift experience extra personal by allowing customers to feature their logo or photo on our boxes, bands, film, tins, and message cards.

Fairytale Brownies has donated tens of thousand of pounds of brownies to the Society of St. Vincent De Paul in the Phoenix metro area, and we support the nonprofit KABOOM!, the national organization dedicated to creating safe places for kids to play. (There seems to be a playground theme here.)

Fairytale Brownies has received rave reviews in publications such as The New York Times, USA Today, and The Wine Spectator, and has been featured on segments of "Food Finds" and "Unwrapped" on The Food Network.

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