

# Dewey's®

*Gift Baskets*

Ship anywhere in the U.S.  
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HOLIDAY 2011



## HOLIDAY GREETINGS

This holiday season, our bakers are firing up the ovens and combining the all natural ingredients that will become the products our customers have enjoyed for generations. We hope you will visit our stores, including many of our satellite holiday locations, to enjoy the taste and aroma of our freshly baked specialties. When you can't come in person, we are pleased to provide you with the convenience of our online bakery or purchasing by telephone.

Since opening in 1930, Dewey's has been baking traditional holiday favorites, such as Moravian Sugar Cake, Grandpa Coffee Cakes, Moravian Cookies and Lovefeast Buns. We are faithful to the origins of these time-honored classics. We still bake in the homemade tradition using original recipes and the finest ingredients.

The Dewey's family has expanded over the years. In 1992, we created Salem Baking Company to focus on the national distribution of several of our most popular products including Moravian Cookies. Since its conception, Salem Baking Company has added several new artisan products, including Classic Southern Style Cheese Straws, Cheese Biscuits, Shortbread Cookies, and our newest creation—Flatbread Crackers, which just launched this fall!

Because Dewey's has baked the same delicious recipes in the same way for generations, the tastes have become a part of the lives of the communities we serve. They have a familiarity that transcends taste and time any time of year. They awaken memories of special occasions, holidays and home.

*Thank you for being a customer!*

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## ★ ★ Gift Baskets! ★ ★

Dewey's gift baskets are the perfect way to translate the flavors and shapes synonymous with the holiday season into a special gift. We have assembled some of our most popular items into gift baskets in a variety of sizes. Let us deliver your warmest wishes to friends, family, clients, and business associates.

Dewey's now provides you with an opportunity to create your own customized gift basket! You can choose from three basket sizes or our canvas tote bag, depending on how many items you'd like to include.

**Call us at 877.DEWEYS4 or visit our website at [www.deweys.com](http://www.deweys.com) and a customer service representative will help you create the perfect customized gift basket!**



### *Stuffed Stockings*

The perfect gift this season, this festive assortment includes Dewey's silver snowflake holiday tin filled with red and green Moravian Sugar Cookies, our beloved Moravian Ginger Spice Cookies, and a box of decadent Chocolate Dipped Mint cookies.

**\$ 36.99**



### *Sugar, Spice and Everything Nice\**

Satisfy the holiday sweet tooth on your shopping list with this delectable assortment, including Dewey's classic Moravian Sugar Cake alongside Classic Sugar and Ginger Spice Moravian Cookies and Cocoa.

**\$ 42.99**



### *Peppermint, Holly & Everything Jolly*

Overflowing with an assortment of our most popular products, this festive gift basket includes Ginger Spice and Cranberry Orange Moravian Cookies, a gift tin of red and green Moravian Sugar Cookies, Petite Cheese Straws, an assortment of Shortbread Cookies, as well as our classic Dewey's coffee mug, and Cocoa.

**\$69.99**

*\*Requires second day delivery to ensure freshness.*

*Note: Items subject to change based on availability. If an item is not available, an item of comparable value will be substituted.*

## ★ ★ *More Gift Baskets!* ★ ★



### *Taste of Winston-Salem*

Give a traditional taste of Winston-Salem. This local assortment includes our Moravian Ginger Spice Cookies, Moravian Classic Sugar Cookies and a Winston-Salem Collection tea towel, featuring images of Old Salem, Moravian Star, Tanglewood, Dewey's Bakery and many other Winston attractions.

**\$39.99**



### *Taste of North Carolina*

Give a delicious taste of some of North Carolina's most beloved products. This assortment includes our Chocolate Dipped Mint Moravian Cookies, Moravian Spicy Ginger Cookies, Petite Cheese Straws, a set of North Carolina note cards, a hand-decorated Cardinal sugar cookie and a Cardinal ornament.

**\$ 45.99**



### *All the Trimmings\**

Entertaining has never been easier! The perfect addition to any holiday table, this tasty assortment includes Dewey's classic Moravian Sugar Cake and Lovefeast Buns, an assortment of Moravian Cookies in Ginger Spice, Classic Sugar and Pumpkin Spice, and Dewey's delicious Apple Butter.

**\$ 52.99**

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## ★ ★ *Holiday Classics!* ★ ★



### *Moravian Sugar Cake\**

For generations, Moravian Sugar Cake has been the most popular product in our bakery. An 8-inch by 8-inch square, this traditional Moravian treat starts as yeast raised dough. It is rolled out and topped with an irresistible combination of cinnamon, pure butter and brown sugar, then baked until golden brown.

**12 oz, \$ 5.99**



### *Trandpa Coffee Cake\**

This rich coffee cake is covered with coconut, pecans, and smothered with caramel icing. Think of it as a Danish pastry filled with German Chocolate cake icing. Try warming it up just until the icing starts to melt!

**16 oz, \$ 5.99**



### *Dewey's Holiday Fruit Cake*

There's just enough moist cake to hold together a gourmet mixture of whole pecans, cherries, pineapple, apricots, dates, honey, lemon and orange rind. Each fruit cake is hand cut, sealed for freshness and beautifully packaged in a gift box. Available Nov. 1st through Jan. 1st.

**16 oz, \$ 17.99**



### *Lovefeast Buns\**

A cherished element of the Moravian Lovefeast ceremony, these buns are also great as sandwich or hamburger buns. Branded with the signature "M," they have the subtle flavors of nutmeg, fresh orange and lemon rind.

**Box of 8 buns, \$ 5.99**

*\*Requires second day delivery to ensure freshness*

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### *Ginger Spice Moravian Cookies*

The original Moravian cookie and the perennial favorite, our Ginger Spice Cookies are baked in the homemade tradition. Wheat flour, light brown sugar, and molasses are accented by the finest flavors from around the world including Indonesian cinnamon, ginger from the Far East, Jamaican allspice and cloves from Madagascar.

**3.5 oz Small Tube \$ 4.99, 6 oz Large Tube \$ 8.99**



### *Classic Sugar Moravian Cookies*

Rekindling the tradition of this centuries-old recipe, our Classic Sugar Cookies are baked with wheat flour, whole eggs, granulated pure sugar, and full-flavor vanilla from Madagascar.

**2.75 oz Small Tube \$ 4.99, 4.75 oz Large Tube \$ 8.99**

(Moravian Cookies also available in Cranberry Orange, Meyer Lemon, Key Lime, Tangerine Orange, Pumpkin Spice, Spiced Apple Cider, Maple & Brown Sugar, Vanilla Walnut, and Chocolate)



### *Moravian Cookie Tins*

These iconic Moravian Cookie tins recall the tradition of our centuries-old recipe. They are filled to the brim with a choice of either our Ginger Spice Cookies or Classic Sugar Cookies.

**Ginger Spice 16 oz, Classic Sugar 13 oz, \$ 16 .99**



### *Chocolate Enrobed Peppermint Moravian Cookies*

Our classic Moravian Cookies are baked into five adorable bite-sized holiday shapes, gently enrobed in a rich artisan chocolate and topped with crunchy crushed peppermint.

**Gable Box 5.5 oz, \$ 4 .99**

## ★ ★ *More Holiday Gifts* ★ ★



### *Signature Collection Gift Boxes*

This collectible holiday gift box features 20 individually wrapped Moravian Sugar Cookies in holiday shapes, enrobed in artisan chocolate and topped with crackled peppermint candy. The Signature Collection also features gift boxes in Caramel with Fleur de Sel Cookies Enrobed in Chocolate and Topped with Crushed Toffee, and Sugar Cookies Enrobed in Chocolate and Topped with Turbinado Sugar.

**Gift Box \$24.99**



### *Classic Sugar Holiday Tin*

Celebrate with our festive tin full of Classic Sugar Moravian Cookies in traditional holiday shapes. Red and green cookies are shaped like trees, ornaments and bells.

**7.25 oz, \$14.99**



### *Holiday Trio Box Set*

Our Moravian Cookie holiday trio box set features some of the holiday season's most anticipated flavors.

**Total weight 9 oz, \$14.99**



### *Chocolate Dipped Mint Moravian Gift Tin*

This charming snowflake gift tin features our delicious Mint Moravian Cookies, dipped in a rich artisan chocolate.

**9 oz Tin, \$9.99**

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### *Moravian Star Tin*

This unique gift tin features the cherished Moravian Star, making it a perfect gift this holiday season. The embossed tin comes in two flavors: Ginger Spice and Classic Sugar.

**Ginger Spice 18 oz, Classic Sugar 15 oz, \$16.99**



### *Flatbread Crackers*

Hand-crafted with all natural ingredients infused with just the right balance of irresistible flavors, these flatbread crackers are perfect on their own or paired with your favorite cheeses and spreads. Simply delicious, but far from simple.

**6oz Box, \$4.99**



### *Original Cheddar Cheese Straws*

A southern delicacy for generations, cheese straws are made with the highest quality cheddar cheese and the finest all natural ingredients.

**9 oz Tin, \$14.99**



### *Classic Cheddar Petite Cheese Straw*

Our petite version of cheese straws are made with the highest quality cheeses and the finest all natural ingredients.

**2.5 oz Box \$2.99, 4.5 oz Box \$4.99, 10 oz Tin \$12.99**

**(Also available in Parmesan Artichoke Garlic, Sun-Dried Tomato Basil, Blue Stilton, Pimento and Three Chili)**



### *Classic Cheddar Cheese Biscuits*

Cheese Biscuits are a light and convenient way to enjoy the taste experience of fine cheese with a subtle crunch.

**4.5 oz Box \$4.99, 9 oz Tin \$14.99**

**(Also available in Parmesan Artichoke Garlic, Asiago Sun-Dried Tomato Basil Pesto and Blue Stilton)**

# The Signature Collection

Introducing The Signature Collection, the perfect decadent combination of our whisper thin Moravian Cookies with rich artisan blend chocolate. Each of these crisp, sweet indulgences makes any celebration more special, and any day more like a celebration.



## *Signature Collection Holiday Tubes*

Our whisper-thin Classic Sugar Moravian cookies are carefully cut into festive holiday shapes and dipped in rich artisan blend chocolate. These unique, thin cookies are ideal gourmet gift for everyone on your holiday list.

**8.5 oz, \$9.99**



## *Signature Collection Tubes*

The Signature Collection blends our whisper thin Moravian Cookies with rich artisan chocolate to create sweet indulgences unlike any other. The Signature Collection is available in different varieties, including Mint, Blood Orange, Espresso, Ginger Spice and Sugar.

**8.5 oz, \$14.99**



## *Signature Collection Gift Boxes*

The Signature Collection blends our whisper thin Moravian Cookies with rich artisan chocolate to create crisp, sweet indulgences unlike any other. Flavors include Caramel with crushed toffee and Fleur de Sel, Peppermint encrusted Chocolate enrobed, and Chocolate enrobed with Turbinado sugar.

**10 oz, \$24.99**



## *Chocolate Dipped Classic Sugar Holiday Shaped Moravian Cookies*

**1 oz single serving, \$1.99**



## *Chocolate Dipped Classic Sugar with Mint Moravian Cookies*

**1 oz single serving, \$1.99**

(Also available in Ginger Spice and Classic Sugar)

## ★ ★ *Stocking Stuffers* ★ ★

Introducing our classic, whisper-thin Moravian Cookies, Shortbread Cookies and artisan Cheese Biscuits now in a single serving size perfect for stocking stuffers this holiday season.



*Original Scottish Shortbread Cookies*  
2 oz single serving, \$1.99



*Chocolate Chunk Shortbread Cookies*  
2 oz single serving, \$1.99



*Original Cheddar Cheese Biscuit*  
1.5 oz single serving, \$1.99

(Also available in Parmesan Artichoke Garlic, Asiago Sun-Dried Tomato Basil Pesto and Gorgonzola)



*Tinger Spice Moravian Cookies*  
1 oz single serving, \$1.99



*Classic Sugar Moravian Cookies*  
1 oz single serving, \$1.99



*Meyer Lemon Moravian Cookies*  
1 oz single serving, \$1.99  
(Also available in Key Lime)

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## PLACING AN ORDER

- ❄️ **No CODs.**
- ❄️ **Dewey's requires payment at the time of order.**
- ❄️ **We accept MasterCard, Visa, Discover and American Express.**

Most orders are shipped within two business days from the date of receipt (inventory permitting). NOTE: Business hours are Monday thru Friday from 8am to- 5pm Eastern Standard Time.

At Dewey's we value quality and freshness. To ensure that your order arrives to you with this standard we require next day or two day air for all fresh baked items. We also may require additional shipping charges to add a cold pack for chocolate items to warmer location and/or during warmer months to ensure your product arrives without harm or melting. If you have questions regarding our shipping policies, please call us toll-free at 877-DEWEYS4 or e-mail us at [sales@deweys.com](mailto:sales@deweys.com).

The standard shipping and handling charges will be applied for each address. Standard shipments are guaranteed to arrive within six business days (Continental U.S. only) not including weekends and holidays. Expedited service is available in most areas. To ensure your gift arrives in perfect condition, we recommend shipping to a street address, rather than a P.O. Box.

*Happy Holidays!*  
*Thanks for Shopping*

*Dewey's*<sup>®</sup>