

## The Christmas Pickle Tradition, LLC Fact Sheet

### Features

- Ready-to-gift box set that includes *The Christmas Pickle Tradition* children's book, the Pickle ornament, and the Annual Pickle Finder.
- *The Christmas Pickle Tradition* children's book tells the story of Pickle Elf and teaches children an important message about the magic of giving.
- The glistening pickle ornament comes ready-to-hang on a beautiful golden scroll hook.
- The Annual Pickle Finder, found inside of the box, allows families to document the winner of the pickle search each year and re-live the tradition for years to come.

### Benefits

- The Christmas Pickle Tradition brings a new tradition into the homes of families everywhere. Families can joy this tradition each year until their children are way into adulthood - the presents just get a lot better!
- Through the story of Pickle Elf, children will learn about the magic and importance of giving something meaningful - direct from Santa himself.
- This tradition is easy to do and provides joy to children and parents. Children will love searching for the pickle in hopes of writing their name on the Annual Pickle Finder and receiving an additional gift from Santa.

### Company Background

The Christmas Pickle Tradition, LLC is a Philadelphia based company started by the book's author, Tammy Dwyer in 2013. That same year, Jane Simons (an events guru) and Melinda Engle (Children's Marketing & PR wiz) joined the team. These three women came together as moms, friends, and businesswomen who share a fondness of Christmas and the importance of family traditions. In the summer of 2014 the Pickle Team brought on Emma Sweet as their summer intern - and the rest is history!

"I wanted to create a wonderful product, but I knew I couldn't do it alone. Jane and Melinda bring their own expertise to the company and round out the team. They are also super fun, hard-working women. It's been a wild ride, and we're having a great time." - Tammy Dwyer, Author

The Pickle Team soon set up shop in an unused room in one of Tammy's daycare. "We decorated the walls with red, gold and green duck tape stripes and painted wood letters that said Pickle. It was our version of 'the start-up in a garage.'" - Jane Simons

Between 7 kids and three full-time jobs, the team still managed to meet every Monday. "We had such a big learning curve. Manufacturing, shipping and commerce were just a few of our hurdles. Now, we feel like we can tackle the world." - Melinda Engel

Illustrations were soon underway, and Tammy had a solid box design for the keepsake gift box. "When I joined the group this summer, it was really starting to gain momentum; this wasn't your ordinary internship. I was working on everything from online media kits to articles about pickle crafts. I gained so much wonderful insight on how start-ups begin." - Emma Sweet

The four women worked together, united by a strong desire to create a product that would integrate a new tradition into homes everywhere, and teach children an important message.