

Snowman Brings Sweet Business to the Lloyds

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NEWVILLE — The Lloyds are a very sweet family.

They really put their teeth into their work and set their tastebuds tingling.

It all started five years ago with one little snowman. Betsy wanted to make a few simple pieces of decorative candy for her four children during the holiday season. She purchased the snowman mold, the confectionery coating and went to work! Going to work is exactly what she did. A neighbor saw the little sweet creation and ordered some for herself and also took it to her place of employment to show the little snowman off. Shortly after the snowman's first appearance, the orders came rolling in.

From one small snowman, Lloyd's Candy got its start. And Betsy added, "It all happened by word of mouth."

Betsy and her husband, Bob, spurred the business along by sending samples of all of their sweet treats to offices and factories to give their potential customers an idea of what they were getting. Bob, the financial manager of the home-made business said, "This sampling helps sales tremendously. The customers like to see and touch the merchandise - it's better than any sales pitch or catalog we could provide."

With cool weather finally here, Betsy is once again into candy-making activities. The Lloyds make candy from October to May. During late spring and summer the candy melts too rapidly for any real production. So, Betsy said, "We close down the candy kitchen and catch up on other chores; and there is a lot living on a small farm."

Now with Halloween, a sweet lovers holiday, and Christmas fast approaching, the Lloyd household is geared up for candy making and selling. The kitchen is turned into the candy production area, while the dining room is the packaging and distribution section.

This five-year-old family business has grown rapidly, but Betsy remarked, "My investment in materials for the business has been minimal." Over the years she has added extra frying pans to her equipment, totaling five to date. Her largest investment has been in candy molds, of which, she has collected from 350 to 400 molds. And she has also acquired several extra helping hands, her children Bill, Bob, Chris and Jenny and her husband, Bob. Betsy's and Bob's parents, brothers and sisters and their families also get into the act when extra help is needed in



Betsy Lloyd of Lloyd's Candy, Newville, stands in her candy kitchen making Halloween candies. Here, she is decorating with the confectionery coat before pouring on the final covering of coating when it will be ready for the freezer.

wrapping, bagging and boxing the orders.

According to this candy maker, it is all rather simple. But, that is questionable!

According to the Lloyds, ingredients are an important part of their product.

"You have to use quality ingredients, such as peanuts, raisins, pretzels, cashews and the most important ingredient, confectionery coating," Betsy said.

She explained that confectionery coating is used in a large portion of candies especially decorated and solid candies. The coating is made of a main ingredient, sugar, and the others are oil, milk, non-fat dry milk, lecithin, vanilla, artificial flavorings and salt, and the brown coating also contains cocoa.

The coatings are available in a variety of colors such as white, orange, yellow, pink, green, and blue to name just a few. The Lloyds travel to Lititz to purchase the coatings from Wilbur Coating Co.

The process starts by melting down the 10-pound bars of confectionery coating in the frying pan. Once Betsy has all the colors and she needs melted down, she begins decorating her numerous molds, such as the Halloween treats, the ghost, witch and goblins. It may sound simple, but

every eye, nose, mouth, hair, hats and clothing are all put on by hand using the coating. After the decorating is completed, the molds set for several minutes while the decoration dries. Once the decorations dry, the final layers of coating are poured into the molds. Then the candy is placed in the freezer and remains there until it is solid and can be removed in one piece from the molds.

After the candy is removed from the molds they are ready for wrapping, boxing, sales and someones awaiting tastebuds - a home-made treat with wonderfully, delicious results!

Even though Halloween is such a candy-giving holiday, according to Betsy and Bob the biggest sales are for Christmas and Easter with Easter rating number 1. For the Christmas season, the Lloyds usually have orders for approximately 30,000 pieces of their candy, including all the different kinds they make.

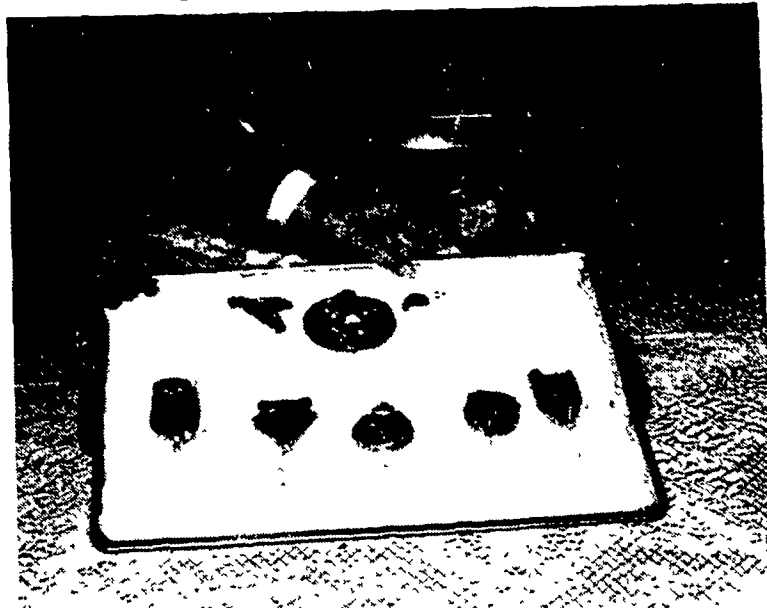
Yes, they even make dipped candies. These dipped confections include peanut, cashew and raisin clusters, mints and Betsy's own special invention, crunch bites. Crunch bites contain rice crispies covered with the confectionery coating, a delicious morsel for any sweet tooth. These confectioners also make chocolate covered pretzels.

"The covered pretzels are delicious, but we sure have to eat a lot of the pretzel pieces," Bob remarked.

Betsy only dips the whole pretzels, usually covering up to 35 pounds. According to Bob, there are a lot of pretzel pieces in a bag; he should know he has eaten a lot.

The covered pretzels and dipped candies are a big hit during the Christmas season, however, the Lloyds also produce the delicious candy for other occasions too, such as weddings and anniversaries.

To keep abreast of this sweet business, Betsy and Bob attend the National Candy Show held in Philadelphia twice a year. They see all the new plastic molds available to makers, the latest in machinery and confections and new decorating ideas.



Here is a display of the Halloween candies: witches, goblins, ghosts, decorated in the seasonal colors by Betsy.

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