

SINCE 1921

# MC

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## MANUFACTURING CONFECTIONER

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GLOBAL SOURCE FOR CHOCOLATE, CONFECTIONERY AND BISCUIT INFORMATION

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EUROPEAN CONFECTIONERY REPORT

AACT TECHNICAL SEMINAR

PACK EXPO PREVIEW

BEST PRACTICES FOR PANNING

## RCI Annual Convention Report

Using relevant hashtags categorizes content and can help your posts be seen. Instagram Stories is a live video feature that can share behind-the-scenes content. It's also easy to search Instagram to see who's taking pictures of your products or visiting your store, so you can interact with fans talking about you.

Pinterest is the biggest driver of referral website traffic; it is where users research and then make purchasing decisions. Having images on your website that are appealing and can be shared on Pinterest will give you better results.

Twitter is useful for sharing new information. It has a smaller number of users, but those who use Twitter are very active on the platform. It is a great tool for customer service and social listening.

There are applications which schedule content ahead of time to automatically post such as Tailwind and Hootsuite. This helps in planning a content calendar to manage social media.

### Tools and Techniques to Improve Your Business

*Richard Gordon, Centric Consulting*

In order to improve one's business, there are many approaches available to identify and analyze inefficiencies, learn how to prioritize projects and consider strategies to advance a continuous improvement program.

Gordon shared the highlights of several methodologies: Lean, Six Sigma, Kaizen and Just Do It, as well as some of the most frequently leveraged tools: Five Whys, flow charts, 5S, spaghetti diagrams, histograms and Pareto charts are just a few of the options. He also emphasized the importance of including measurements in the process-improvement process; they help establish a baseline that allows us to set goals against and measure the impact of our solutions.

He reminded his listeners that all confectionery companies should have a one-page business plan and should review it each year to tweak and improve it.

Gordon advised his audience to manage the variables, reduce defects, ferret out the waste and train well in order to improve organizational effectiveness.

Centric Consulting provides full-service management consulting services. They help clients tackle their toughest business challenges with innovative, balanced and measurable solutions with a focus on delivering unmatched client experiences.

### Stories Matter

*Jill Pollack, StoryStudio Chicago*

Learn to harness your tales of success and shape them, refine them into a compelling sales tool.

## KETTLE TALK

Multiple generations were in attendance for Kettle Talk, an open discussion of issues faced by retail confectioners.

Some of the candymakers present were looking for sources for particular ingredients (especially vanilla) or for equipment and other suppliers. Others were looking for further information about labeling, as a follow-up to one of the educational sessions.

A bit of troubleshooting occurred as confectioners discussed butter separation in toffee in certain seasons, chocolate bloom and preparing for a new facility (for example, what type of floor should be put into the kitchen for safety, for health, for ease of cleaning). Several point-of-sale systems were mentioned, as were ideas for employee engagement.

Each year's Kettle Talk session reminds listeners of the many responsibilities carried by retail confectioners: purchasing, hiring, training, cooking, selling and designing, to name a few.



Of course the centennial of a confectionery organization would have to be celebrated with special treats! A special anniversary cake was served at the gala.



Three generations celebrate RCI at the gala: past RCI president Pat Green with her granddaughter Morgan and son Gene.