

# Brownsville Butcher & Pantry

[HTTPS://WWW.BUTCHERANDPANTRY.COM/](https://www.butcherandpantry.com/)

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## I WORKED WITH THE BB&P ON:

- *Squarespace Web Design*
- *SEO-Oriented Copywriting*
- *E-Commerce Development*
- *Graphic Design*
- *Social Media Marketing*

In my position at the Butcher & Pantry, I was responsible for our website, graphic design, social media, and public communication, among other duties in-store.

Over my tenure, I oversaw a redesign of the website, and implemented SEO best practices; dramatically grew our social media following with measurable benefits to web & store traffic; and refined our visual language through signage, menus, and more.

All of these results served to reinforce the authority of the business in a specialty sphere, and dramatically increase revenue year after year.

# Butcher & Pantry - Squarespace Web Design

**BUTCHER & PANTRY** Meat + Seafood Café + Bakery Market Catering Events About Contact SHOP

## DELI SERVICES

**Let's get you some meat.**

### Custom orders

We're a whole-animal butcher shop, which means we can cut & fabricate just about any kind of meat product for you. If you're looking for something a little different - or just want to make your pickup quick and easy - let us know.

Fill out the form below, or give us a call! We request 48 hours to prepare any custom fabrication, but some specialty items may take a little longer - we'll confirm your pickup date with you when you order.

In your request, please be as specific as possible with what you want. Common specifications include:

- Bone-in vs. boneless
- Trimmed, tied, skin-on/off
- Quantity (in pounds, or number of people to feed)

**Order with us using the form below!**

Name (required)  
First Name  Last Name

Phone (required)

Email (required)

Custom deli request (required)  
Please be as specific as possible, with a weight (or number of people to feed) for each item.

When would you like to pick this up? (required)  
We will do our best to honor your requested pickup time, but cannot guarantee it - due to product availability, scheduling, etc. We will confirm this with you before we begin working on your request.  
mm / dd / yyyy

**SEND**

**BROWNVILLE BUTCHER & PANTRY**  
871 VT-44 | Brownsville, Vermont 05037  
(802) 546-2900 | info@butcherandpantry.com  
Instagram Facebook

**HOURS**  
Butcher & Market: 7am-7pm, Tuesday-Sunday  
Cafe: 7am-4pm, Tuesday-Sunday

**BUTCHER & PANTRY** Meat + Seafood Café + Bakery Market Catering Events About Contact SHOP

## MADE FROM SCRATCH, BAKED FRESH DAILY

We take great pride in our bakery, making a wide selection of pastries from scratch, and baking them off fresh every morning.

Donuts, danishes, sourdough bagels, house-made focaccia, the list goes on! To utilize produce seasonally, we rotate between some fruits, vegetables, and other ingredients that are used in our pastries.

If you're interested in ordering some of our baked goods, get in touch with the form below! We only request a minimum of 72 hours notice to begin working on your project.

### What can we bake for you?

For all bakery projects, we request at least 72 hours notice (the most important ingredient we use is time). Depending on what you're looking for, we may need more time, but we'll do our best to follow up within 24 hours to confirm details.

Name (required)  
First Name  Last Name

Email (required)

Phone

What are you looking for? (required)  
Please be as specific as possible, with quantities of any and all items you're requesting. Custom fabrication requests (things that we don't normally make) may not be possible, but we'll be happy to discuss with you!

When would you be looking to pick this up?  
mm / dd / yyyy

**SEND**

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## OUR MEAT PHILOSOPHY

We're proud to be a whole-animal butcher shop focused on the utilization, education, and sustainability of locally raised meat.

Our team prides itself on its house made sausage program, dry aged steaks, and house made deli meat available in our cafe.

We offer a constantly rotating list of fresh, never frozen, seafood and shellfish with deliveries arriving 4 times per week. Our focus is on New England native species and working with fishermen committed to sustainable fish methods.

Celebrate the holidays with us and ask for our featured roasts, hams, and filet offerings.

**PLACE AN ORDER**

### Our Local Farms

**Yates Farm**  
Windsor, Vermont  
The Yates Family Farms (Yates Farm, Yates Farm West, and Elmgate Farm) have spanned 99 years, and 3 generations of local farming. Known for beef, pork, lamb, goat, rabbit, eggs, and wool, the Yates Farms and Elmgate Farm are staples in the Brownsville community.

**Eastman Farm**  
Barnard, Vermont  
These fine folk specialize in a pure line of Belted Galloway cattle and heritage breed Mangalitsa pigs - all 100% grass fed and finished. No grains, no GMO's! Their dedication to grazing stems from an effort to build soil fertility, nourishing not only the grass but all the rest of the farm.

**Archway Farm**  
Keene, New Hampshire  
Located on the Hathorn property in Keene, NY, this farm is officially Animal Welfare Approved by A Greener World. Dedicated to pasture-based farming and sustainability, their pigs are born and raised on the farm - rotated through green fields and supplemented with non-GMO grain to round out their diets. Free from routine antibiotics and hormones, these pigs produce some absolutely incredible meat.

**Chicke**  
Unity, New Hampshire  
Seven generations raised along the river in Connecticut, Hampshire, source farm.

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Among other website responsibilities, I implemented SEO best practices, and provided SEO-focused copywriting. In addition, I set up the Google Workspace to direct form submissions to the relevant teams accurately, both those public-facing and those for business accounts.



# Butcher & Pantry - eCommerce Development

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## UNDER MY MANAGEMENT:

- *Over 140% Increase In Revenue Year After Year*
- *150% Increase In Units Sold Year After Year*
- *Over 150% Increase In Orders Made Year After Year*

Establishing an eCommerce platform was one of my first major accomplishments at the Butcher & Pantry.

During the spring of 2020, we needed a way to sell goods when our doors were closed. I devised a platform for customers to order: a custom form, as well as pre-built bundles to incentivize larger basket size. Sales and traffic were higher than they had been to that point, and the diversity of online offerings only increased.


This platform is primarily used for holiday pre-orders of meat and prepared foods. In addition to the online ordering platform, I created an organizational system using Google Sheets that the rest of the management team could use to assess orders and distribute responsibility among the team.

Each year, the number of orders increase dramatically, and is a massive part of yearly sales.

# Butcher & Pantry - Graphic Design



## Café Menu



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**BREAKFAST (SERVED UNTIL 11AM)**

**JUST A BAGEL \$3.25** V  
*plain, sesame, or everything.*  
 + cream cheese or butter \$1.25  
 + veggie cream cheese \$1.50  
 + lax cream cheese \$2  
 + tofutti cream cheese V  
 + fried egg \$1.50  
 + lax \$4.50  
 + white fish salad \$4.50

**PASTRAMI BAGEL \$14**  
*your choice of bagel, sliced pastrami, gruyere, sauerkraut, mustard, secret sauce, pickle.*

**LOADED BAGEL \$7.75**  
*your choice of bagel, vegetable cream cheese, pickled red onions, capers, chopped hard-boiled egg.*

**BREAKFAST BURRITO \$9.50** GF  
*scrambled egg, crispy potatoes, green chilies, caramelized onions, cilantro mayo, on a flour tortilla.*  
 + choice of breakfast meat \$3

**EGG SANDWICH \$6** V  
*scrambled egg, american cheese, on a buttered portuguese muffin.*  
 + on a bagel \$1  
 + on a croissant \$4  
 + choice of breakfast meat \$3  
 + carnitas, green chilies, & caramelized onions \$4.25  
 + spicy tasso ham & pimento cheese spread \$4.25

**Portuguese Muffin?**  
*Baked off fresh daily, these are a fluffier, slightly sweet, alternative to an English Muffin perfect for breakfast sandwiches.*

**PANTRY GRIDDLE \$10.50**  
*scrambled egg, crispy hash brown, brown butter sage breakfast sausage, stillson's maple cream, cheddar cheese, on a buttered portuguese muffin.*

**BREAKFAST MEAT OPTIONS**

braised carnitas    spicy tasso ham    thick cut bacon    brown butter sage sausage

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**BURGERS & DOGS**

**STANDARD BURGER \$10**  
*single patty, american cheese, lettuce, pickle, caramelized onions, secret sauce*  
 + extra patty \$4  
 + thick cut bacon \$3  
 + fried egg \$1.50

**PLAIN JANE \$8.50**

**ALL-BEEF HOT DOG \$6.50**

**LOADED DOG \$9**  
*deli mustard, sauerkraut, caramelized onions, pickle relish, buttered bun.*

**FROM THE GRIDDLE**

**HOT PASTRAMI \$16**  
*sliced pastrami, gruyere, sauerkraut, mustard, secret sauce, pickle, on rye bread, finished on the griddle.*

**BLT \$10.50**  
*thick cut bacon, lettuce, tomato, mayo, on buttered & toasted white bread*

**MUFFALETTA \$16**  
*sliced coppa, mortadella, tasso ham, lettuce, mayo, provolone, hot pickle & alive relish, on ciabotta bread, finished on the griddle.*

**TURKEY TORTA \$16**  
*smoked turkey, cabbage & lime slaw, pickled red onions, cotija, cilantro mayo, on ciabotta bread.*

**SMOKED BEET REUBEN \$13** V V  
*smoked beets, gruyere, sauerkraut, mustard, secret sauce, pickle, on rye bread, finished on the griddle.*

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**FRIED & CRISPY**

**ANGRY CHICKEN \$14.50**  
*fried chicken thigh, angry lady mayo, pickles, lettuce, cilantro, herbs & onion, on a buttered bun.*

**SZECHUAN FRIES \$7** GF  
*russet potatoes, bonito flakes, angry lady mayo, herbs & onion*

**FISHWICH \$16**  
*battered & fried northeast haddock, tartar sauce, lettuce, pickle, on a buttered bun.*  
 + cheddar cheese \$1

**JUST FRIES \$4** GF V

**YARDBIRD \$16.50**  
*fried chicken thigh, pimento cheese spread, apple butter, fried egg, on a buttered bun.*

**LOADED FRIES \$8** GF V  
*russet potatoes, plymouth cheddar cheese, caramelized onions, secret sauce, herbs & onion*

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**VEG-FRIENDLY**

**FALAFEL \$14** V  
*fried falafel, baby greens, harissa cucumber salad, pickled red onions, dukkah spice, tahini green goddess dressing, chili crisp, on a warm pita*  
 + make it a salad GF

**KALE & QUINOA BOWL \$14.50** GF V V  
*tabbouleh quinoa salad, harissa cucumbers, shawarma spice roasted squash, marinated feta, pumpkin seed dukkah, tahini green goddess dressing.*  
 + fried falafel \$4

GF = gluten free    \*An asterisk means the condition can be accommodated.  
V = vegetarian    Gluten Free bread is available for +\$3.  
V = vegan    Please inform us of any other restrictions.

Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.

### Saratoga Springs Water

SPARKLING & STILL

Bottled just across the border in New York, these famous springs produce some of the best water on the East Coast.

**\$2.99 EA.**



### Catherine & Pierre Breton

"TRINCH!" CABERNET FRANC    LOIRE, FRANCE

Certified Biodynamic, Low Intervention

"Structured Gloglou" may seem like an oxymoron, but this wine delivers.

- Punchy & Fresh
- Brambleberry, leather, and spice.

Young vine Cabernet Franc expressed to the fullest. Drink with a terrine or other charcuterie and good friends.

**\$29.99**  
+ TAX

MADE IN HOUSE // BAKED DAILY

## Donuts

CINNAMON SUGAR, VANILLA GLAZE, & MAPLE GLAZE

**\$2.50 EACH**



802-546-2900    871 VT-44, Brownsville, Vermont, 05037

@BROWNSVILLEBUTCHER    BUTCHERANDPANTRY.COM

## New Year's Eve Brunch

SATURDAY, DECEMBER 31 // 10AM - 2PM // IN-STORE ORDERS ONLY

**RAW BAR**

**Oysters on the half shell**  
*Six freshly shucked Wallport oysters, served with a mignonette & lemon*  
 \$12

**Scallop Crudo**  
*Fresh scallops, chili crisp, mayo, cucumber*  
 \$18

**Labster Roll with Caviar**  
*Butter poached clam & muscle meat, brown butter mayo, crispy capers, paddlefish caviar*  
 \$30

**Specials**

**Lamb Dandan & Fried Egg**  
*Sichuan-style lamb rigout with crispy rice cakes, squid, and fresh herbs & vegetables*  
 \$16

**Eggs Benedict**  
*House made English muffin topped with wilted spinach and mustard creme fraiche, poached eggs, and hollandaise.*  
 \$15  
 + add hot-smoked salmon for \$4

**Fried Chicken & Caviar Sandwich**  
*Crispy fried chicken topped with paddlefish caviar served on toasted white bread with pickles and mayo*  
 \$22

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**NIBBLES**

**Foie Gras Poutine**  
*House cut fries topped with pork gravy, cheese curds, foie gras, and shredded crispy duck.*  
 \$18

**Steamed Duck Buns (3)**  
*Fluffy dough stuffed with ginger & scallion marinated shredded duck.*  
 \$12

**Drinks & Dessert**

La Jara Prosecco Brut ..... \$8

German Gilbert Rosé Cava ..... \$8

Mimosa ..... \$12

Strawberry Rhubarb Cheesecake ..... \$8

THE KITCHEN WILL BE CLOSING AT 2PM AFTER BRUNCH & THE STORE WILL BE CLOSING AT 6PM  
 WE WILL BE CLOSED ON NEW YEAR'S DAY // HAPPY HOLIDAYS!

## Ramen Night

SATURDAY, NOVEMBER 13  
5PM - 7PM

**TO START**

Okonomiyaki Pancake \$11  
 Fried Brussels Sprouts & Fish Sauce Caramel \$8  
 Yakitori Chicken \$12

**TONKOTSU RAMEN - \$18**  
 Pork Belly, Egg, Wakame, Bean Sprouts

**MISO RAMEN - \$16**  
 Silky Tofu, Charred Eggplant, Egg, Maitake Mushroom, Bean Sprouts




@BROWNSVILLEBUTCHER    INFO@BUTCHERANDPANTRY.COM    802.546.2900

**FIRST COME FIRST SERVED. MUST BE IN-PERSON TO ORDER.**  
 PRICES DO NOT INCLUDE TAX

The very talented Studio Lulu Design provided our core brand materials, and my responsibility was utilizing these elements to make the day-to-day designs necessary in-store, using a consistent visual language to strengthen the brand as a whole and lend credence to our specialty goods.

# Butcher & Pantry - Graphic Design, con't.

Ascutney Mountain, from High Court, Cornish, N. H. Height 3180 feet.

## Pizza Mountain

Returning to the Ascutney Outdoors Center on **August 5th from 5PM to 8PM.**  
 You can pre-order your tickets and reserve a pie on our website: [butcherandpantry.com](http://butcherandpantry.com)

## Beverage Menu

At the Ascutney Outdoors Center on August 5th, 5 to 8 PM. Reserve your pie at [www.butcherandpantry.com](http://www.butcherandpantry.com).

**On Draft**

- Catamount IPA . . \$8**  
Hapoon Brewery, Windsor, VT. 6.2% ABV, 16oz pour.
- Green State Lager . . \$8**  
Zero Gravity Brewing, Burlington VT. 4.9% ABV, 16oz pour.

**Non-Alcoholic**

- Liquid Death . . \$4**  
Don't worry, it's just water. With bubbles. 19.2oz can.
- Local Sweet . . \$5**  
Raspberry Italian Cream Soda. No sugar, just maple & honey. 12oz can.
- Run Wild NA IPA . . \$5**  
Adriatic Brewing Company, Milford, CT. 0.0% ABV, 12oz can.

**Wine**

- Tavernello Pinot Grigio . . \$8 / \$28**  
Light and vibrant! Organic, Venezia DOC. 6oz bottle pour / 750mL bottle
- Tavernello Red Blend . . \$8 / \$28**  
Deep fruit, soft tannins. Organic, Terre Siciliane IGT. 6oz bottle pour / 750mL bottle
- Verday White . . \$8**  
Fizzy, not fussy, Portugal. 250mL can
- Viña Maitia 'Aupa' Pipeño Tinto . . \$8**  
Fruity & brambly. Maule, Chile. 250mL can
- Scarpetta 'Frico' Lambrusco . . \$8**  
Sparkling Red Wine from Emilia Romagna. 250mL can

## Menu

**Starters**

- Kale Caesar . . \$12**  
Addie's Dressing, Grated Parmesan, Herb Bread Crumble
- Garlic Knots (4) . . \$8**  
Kale Pesto, Aged Clothbound Cheddar, Chili Flake

**Basic Pies**

- Just Cheese . . \$17**  
Red Sauce, Pizza Cheese Blend
- Cheese & Pepps . . \$19**  
Red Sauce, Pizza Cheese Blend, Pepperoni

**House Specials**

- Confit Tuna & White Sauce . . \$22**  
Sweet Corn, Piquillo Peppers, Oil Cured Olives
- Potato & White Sauce . . \$19**  
Whipped Ricotta, Zucchini, Basil Salsa Verde
- Crispy Prosciutto & Red Sauce . . \$22**  
Heirloom Tomatoes, Hot Oil, Four Cheese Blend
- Angry Pineapple & Red Sauce . . \$20**  
Jalapenos, Canned Pineapple, Shredded Smoked Ham Hock, Four Cheese Blend

## Pizza Mountain

At the Ascutney Outdoors Center on August 5th, 5 to 8 PM. Reserve your pie at [www.butcherandpantry.com](http://www.butcherandpantry.com).

**Starters**

- Kale Caesar Salad . . \$12**  
Addie's Dressing, Grated Parmesan, Herb Bread Crumble
- Garlic Knots (4) . . \$8**  
Kale Pesto, Aged Clothbound Cheddar, Chili Flake

**House Specials**

- Confit Tuna & White Sauce . . \$22**  
Sweet Corn, Piquillo Peppers, Oil Cured Olives
- Potato & White Sauce . . \$19**  
Whipped Ricotta, Zucchini, Basil Salsa Verde
- Crispy Prosciutto & Red Sauce . . \$22**  
Heirloom Tomatoes, Hot Oil, Four Cheese Blend
- Angry Pineapple & Red Sauce . . \$20**  
Jalapenos, Canned Pineapple, Shredded Smoked Ham Hock, Four Cheese Blend

**Basic Pies**

- Just Cheese . . \$17**  
Red Sauce, Pizza Cheese Blend
- Cheese & Pepps . . \$19**  
Red Sauce, Pizza Cheese Blend, Pepperoni

## Special Hours

For Saturday, August 5

**Our Café will be closing at 2PM to prepare for pizza.**

**Our Store will be closing at 5PM because we need our entire staff up there.**

Come join us at Ascutney Outdoors for pizza, music, ice cream, and a complimentary wine tasting!

Tickets are available for purchase in-person.

“Pizza Mountain” was a recurring event featuring our brick-oven pizza truck on Mount Ascutney. It was a great way to experiment with new styles of print design, as there were many pieces to make in theme: signs, menus, cheat-sheets, and more.

# Butcher & Pantry - Social Media Marketing

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## UNDER MY MANAGEMENT:

- *Over 500% Increase In Followers On Instagram*
- *Authored Over 500 Posts On Instagram Alone*
- *Increased Website Traffic From Social Platforms By 400% In One Year*

I was effectively the mouthpiece of the Butcher & Pantry.

My social media marketing efforts were primarily targeted to Instagram, the platform with the largest following. However, I also oversaw posting to Facebook, as well as authoring newsletter blasts to our online followers with longer-format articles with larger updates.

By establishing a comprehensive Social Media Policy (brand voice definition, a consistent set of hashtags, content guidelines, etc.), ensuring at least five posts a week, and leveraging new tools as they became available, I was able to substantially grow our following.

In turn, this generated a measurable increase to our website and foot traffic to our more remote location.

# Butcher & Pantry - Social Media Marketing, ex. 1/3

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Staff appreciation post!

*This has been - far and away - the busiest holiday we've had to date. We had (roughly) 250 orders come in, almost all of them for pickup across a four day span, with more than 70 items available to purchase. Meat, seafood, pies, cookies, yule logs, charcuterie, wine, and so much more was on the table for assembly and pickup.*

*On top of that, our friend The Weather decided to throw everyone a curveball with a snowstorm, melt, and flash freeze - leaving many unsure of their ability to pick up, and even more without power. This meant juggling pickup dates, which can be dicey - especially with something like croissants (or any other baked good, really) which require several days of preparations.*

*All to say, this was an ambitious month for us, and it was incredible to see the whole team step up to meet this week head on. Tim & Allie crushed the bake-offs, with Thatcher helping in between time cooking on the line. Eric and Carrie worked long hours assembling Prime Rib after Prime Rib - along with everything else from porchettas to tenderloin to cote-du-boeuf, all on a dime. Dyllan & Forrest kept our hungry friends fed before and after shopping, and Dave & the rest of the cafe crew were cranking out hot drinks to keep you warm. And of course, a big hand to the market staff for putting it all together: making sure all of the hard work went to the right people!*

*Of course, a big thank you to everyone who bought locally - whether you placed an order with us, or another small business in the area. Your dollars are tangibly strengthening our local economy - both supporting our farms & producers, and providing a solid wage for everyone we just mentioned.*

*We wish everyone a very happy holiday - stay safe & cozy out there - and we will see you next week!*



# Butcher & Pantry - Social Media Marketing, ex. 2/3

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## UPDATES & ANNOUNCEMENTS

*The Butcher & Pantry is fully open and operational. We are so, SO fortunate to have been spared from this devastating flood; and while we're relieved, we look out at our friends and neighbors with a heavy heart.*

*This is a time for resilience and community support. We have lauded our customers for their support of our own institution, but this is a time for us to be giving back with everything we can offer. So while our doors are open, and the kitchen is cooking for anyone who walks in, the majority of our time and effort is now being directed toward finding the best way to provide for those who need it most.*

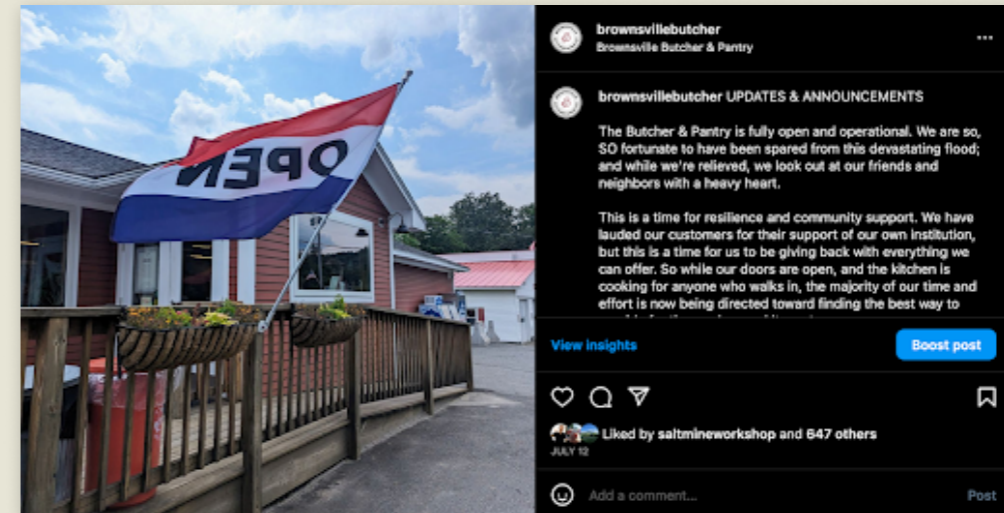
*We have food, supplies, electricity, and solidarity in-house, and there is a special community fund in place for those in who need our aid: feel free to come by and get what you need.*

*Vermont is a Brave Little State. We are hardy, resilient people - and always have been - but it's the support networks in our small towns that have helped us through the hardest times. We're grateful we can provide for ours now.*

*Our hearts go out to our fellow Vermonters - stay brave.*

#community

#vermont



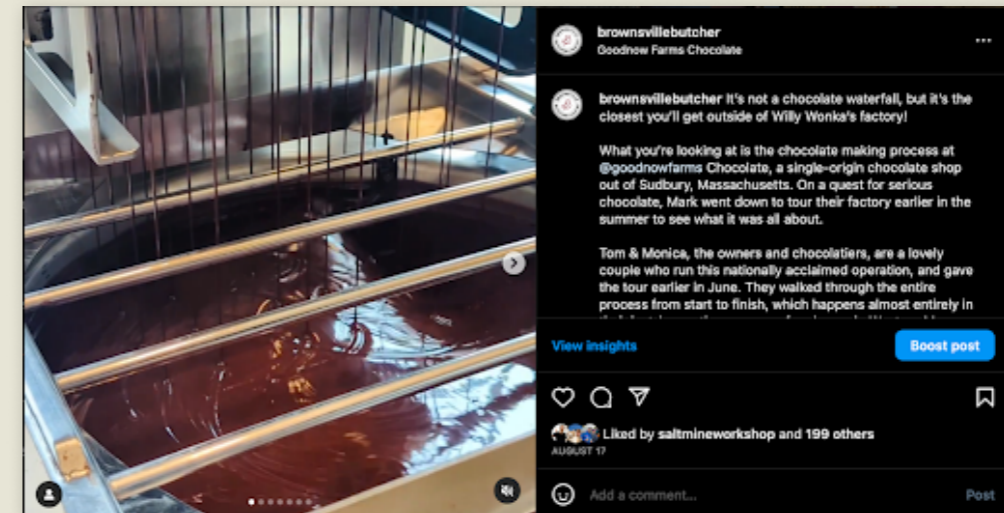


# Butcher & Pantry - Social Media Marketing, ex. 3/3

*It's not a chocolate waterfall, but it's the closest you'll get outside of Willy Wonka's factory!*

*What you're looking at is the chocolate making process at @goodnowfarms Chocolate, a single-origin chocolate shop out of Sudbury, Massachusetts. On a quest for serious chocolate, Mark went down to tour their factory earlier in the summer to see what it was all about.*

*Tom & Monica, the owners and chocolatiers, are a lovely couple who run this nationally acclaimed operation, and gave the tour earlier in June. They walked through the entire process from start to finish, which happens almost entirely in their just-larger-than-average farmhouse in Western Mass.*



*Once a relationship with a farmer is built and the fruit sourced, the cacao beans are sorted (by hand), roasted, and winnowed to prepare the nibs. Each origin has its own roast profile, which is developed over anywhere from a few days to several weeks. What happens next is what differentiates Goodnow from a lot of competition: they press their own cocoa butter!*

*By pressing their own butter from the same cacao they use to make their chocolate, the butter retains the same flavor and gives the bar a rich and creamy texture. When companies forgo this step to add deodorized cocoa butter, it dilutes the chocolate flavor at best, and at worst it adds off-flavors. It's a time consuming (and expensive) process, but it ensures the flavors of each bar reflect the cacao authentically.*

*When everything is ready, the nibs are refined & conched (the second/third videos). The nibs are crushed with granite wheels to make a paste, eventually made into a liquid known as 'cocoa liquor'. Cocoa butter and sugar are added to this, which makes the liquid result. From there, the chocolate is tempered (the first video) and molded, before it's wrapped up and sold!*

*There's a reason Goodnow has been called "The Best Chocolate in America" - it's a very special bar. When you go to sample one, don't just bite it - let a small piece melt in your mouth, and appreciate just how flavorful and creamy it is. We hope you enjoy these bars as much as we do!*