

December 13th, 1972

Mr. Charles N. Huggins, President,  
See's Candy Shops, Inc.,  
3423 Latienega Boulevard,  
Los Angeles, California. 90016.

Dear Chuck:

I was out at Brandeis a couple of days ago, and have a few strong impressions to pass along:

1. People are going to be affected not only by how our candy tastes but, obviously, by what they hear about it from others as well as the "retailing environment" in which it appears. The latter includes the class of store, the method of packaging, the condition in which it appears, and the surrounding merchandise. Just as the New Yorker creates a different "editorial environment" for a Lord & Taylor ad than does the Village Voice, so do the surroundings in which our candy is offered affect potential customers' mental - and even gastronomical - impression of our quality. You, of course, know this far better than I.
2. To date, we have always maintained an incredibly pure approach to distribution which undoubtedly contributes substantially to the public's image of our product.
3. At Brandeis, our product suffers in every comparative way against Stover's. They have an extremely well organized, well displayed and attractive area featuring nothing but their candy. Brandeis has taken a number of our boxes and placed them on a counter with 25 other offerings of cheap bulk candy, and other run-of-the-mill products. They have taken a standard card sign out of their own display department and put a few descriptive lines on it, which is not much different than the card next to it which might say "Jelly Beans, 99¢ a lb.". The one open package displaying the contents of our box has pieces out of place, empty wrappers, and generally presents a jumbled appearance.
4. In the case of the average customer at Brandeis, we are not maintaining an image but developing an image. It seems obvious to me that if we push further with department store distribution, we are going to



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have to have very tight controls regarding merchandising conditions. They will have to be offered in a way that establishes them as something very special - and this probably means adequate display area insulated from inferior products, appropriate signs relating to the See's legend, and attractive open display boxes which are packaged so as to insure a first-class presentation.

All of this, of course, reflects the benefit of a first small scale test. If we decide to go ahead, we will have ample time to prepare for next year so that we can be sure we are represented only in quality stores in an absolutely quality manner.

When we get outside of our own territory, we may well want to have some descriptive material. Perhaps we could have a little booklet called "The Most Famous Kitchen in the World", or something of that sort. Coor's gets a lot of mileage out of the fact that all of their beer comes from one brewery, and I do think there is a certain mystique attached to products with a geographical uniqueness. Maybe grapes from one little eighty-acre vineyard in France are really the best in the whole world, but I have always had a suspicion that about 99% of it is in the telling and about 1% is in the drinking.

We might be able to tell quite a story about the little kitchen in California that has become the kitchen known 'round the world. If we prepare something along this line, it ought to be extremely well done and should form the basis of the legend that we eventually want to have permeate the country. Such a booklet, along with really classy display and appropriate advertising by Marshall Field's, Rich's, Jordan Marsh, etc., could well enhance our image rather than diminish it - which would be the case if we merchandised in the Brandeis manner. Incidentally, I also think we should put territorial limitations on the franchise. Younker's should not be allowed to come over to Omaha, nor Brandeis to go to Des Moines and sell the candy. It should be very hard to get, available only periodically, and then (to the consumer) apparently only in limited quantities.

With best personal regards,

Sincerely,

Warren E. Buffett

WEB/glk/

c c: Mr. J. P. Guerin  
Mr. C. T. Munger



