



## Sweet Awakening for Your Guests, Sweet Welcome for Customers and Team: Give Your Brand a Familiar Touch with Branded Sweets and Personalised Confectionery

Chocolates, lollipops and mints are small pleasures that we allow ourselves once in a while. Since childhood we enjoy them on special occasions. We associate them with Christmas, Easter, family parties and birthdays, the end of school and holidays. They pamper those who receive them and express the affection of anyone if given as gifts to a loved one.

In the world of personalised corporate gifts and custom promotional products, **branded sweets** and



**personalised confectionery** are a real treat. Lollipops and sweets can give a significant advertising boost to any brand. Not only can everyone print their own logo on **custom sweets**, but any activity, from hotels to shops, can offer personalised confectionery to its customers at the reception or after a purchase. They can be personalised lollipops, custom mints or chocolates, or branded sweets of any kind.

All type of branded confectionery communicates your affection to relatives and friends. In the business world, **custom sweets** are corporate gifts and promotional products in all respects. Besides being customisable with the logo and brand name, sweets, mints and chocolates are small, but powerful tools with which to convey gratitude, welcome customers and make guests feel at home. They are, in a nutshell, **custom**

**promotional products** that will sponsor your business as friendly, easy-going, close to the needs of its customers and willing to offer them an intimate and quality experience.

## Personalised Confectionery as Versatile Branded Merchandise: Corporate Gifts for Employees and Promotional Products for Customers

The sweet flavour is the one that children love the most. However, it is appreciated by anyone, when a meal is over or during a moment of relaxation. For hotels, bars, shops and companies, offering **branded sweets** and **personalised confectionery** such as lollipops or chocolates is an excellent strategy. This simple move creates a comfortable atmosphere that will be cherished by anyone who enters your site or buys a product.

So, **custom sweets** and branded confectionery are perfect as corporate gifts to thank employees for the work done or to wish a good holiday. They are also a great way to welcome customers and guests. If offered inside **printed boxes**, promotional sweets can be taken home and offered to friends and family. Precisely because everyone likes them, **branded confectionery** and **custom sweets** are perfect promotional products to give to any recipient. Anyone can enjoy your chocolates or mints as soon as you distribute them or offer them to others. In any case, they will remember your brand.

## Personalised Confectionery and Branded Sweets for Employees: Corporate Gifts to Make Your Team a Big Family

It is quite easy to celebrate an anniversary. From Christmas to Women's Day, every occasion is the right one to remind your team that you are proud of the work they have done. By offering each employee **branded**



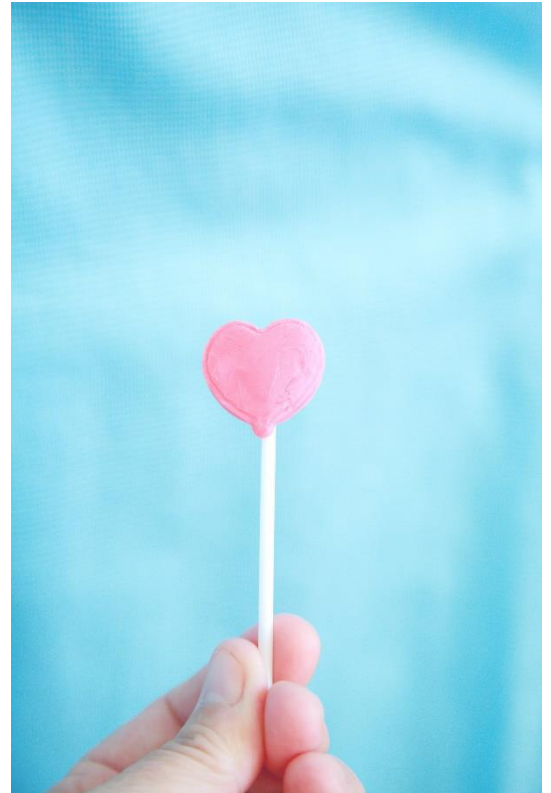
**Branded confectionery** and **custom sweets**, you can show your gratitude and encourage them to always give their best for the company.

Giving away **personalised corporate gifts** is a very effective strategy to consolidate the bonds within the team and between the employee and the brand too. **Branded sweets**, personalised chocolates and custom mints will all offer workers a moment of rest from their activity. Besides, they will give them a small, but often very useful charge of energy and motivation to keep on working at their best.

**Branded confectionery** can become part of the welcome kit for new hires as well. Used in this way, [personalised kitchen accessories](#) are always a success, thanks to their utility and versatility. We see it clearly with [personalised water bottles](#), but also with [custom cups](#) and many other kitchen items. **Branded sweets** are an important asset because they immediately make the new employee feel at home and welcome. Promotional sweets and personalised confectionery help to break the ice and make the working relationship linear, serene and even familiar in the blink of an eye.

*Promotional Products to Create a Close Bond with Guests and Customers? Choose Branded Confectionery*

Personalised lollipops, custom mints and branded sweets are often placed inside special containers to be offered to those who visit our house. Sweets as well as all kind of personalised confectionery taste like home. They can put even the timid characters at ease. So, companies, shops and hotels can make their own **custom sweets with logo** and place them on the reception desk, near the cash desk or on the tables in the lobby. Wherever they are, your **branded confectionery** will be very appreciated by customers, who will feel welcomed and keep a positive memory of the experience at your place.



If you are looking for an original idea, you can create Halloween-themed **personalised confectionery** and distribute it in October. Following the same strategy, you can print Christmas images on your custom sweets and offer them as corporate gifts and promotional products in December. Not to mention that activities that work with children – such as summer centres or schools – can make **branded sweets** in a cute and fun way and give them to their small members. Your **personalised confectionery** will be greatly appreciated by all kids, but by their parents as well. These, in turn, may recommend your centre to other parents. This is why **branded confectionery** and **custom sweets** have a huge potential as promotional products.

*Types of Branded Confectionery: Which Custom Sweets to Choose as Corporate Gifts or Promotional Products*

Personalised confectionery is a huge category. There exist many types of **custom sweets**. It is essential to know which one is best for your activity and advertising goal so as to make the most of your branded sweets. Personalised chocolates, custom sweets and lollipops and other types of **branded confectionery** are loved by anyone. Besides, they can all become the perfect corporate gifts or promotional products for your hotel, bar or store. Nevertheless, the most classic and timeless combinations are:

# HI Gift

- Placing [personalised sweets](#) in containers to welcome customers, guests and visitors. Probably the most versatile branded confectionery, **personalised sweets** and candied fruits can really be used by any activity to give a little moment of pleasure to its clientele. Kids cannot resist them, but adults too will want to taste some of your personalised sweets;
- Giving [personalised chocolates](#) as gifts on Valentine's Day or when you are visiting somebody's home, or offering them to whoever enters your office, shop or hotel. Chocolate is appreciated by everyone, regardless of age. **Personalised chocolates** are then the best way to show affection. For this reason, they will be able to create a bond of trust with any client to whom they are offered;
- Offering [personalised sweet boxes](#) as a gift to customers buying a product or trying a service at your facility. These **custom sweets** are ideal as promotional products because those who receive them will take them home and enjoy them in a moment of tranquillity. They will not fail to notice your logo printed on your **personalised sweet boxes**, nor will they remain indifferent to it;
- Distributing [personalised lollipops](#) to children. They can be purchased together with other **branded sweets** and used as gifts to welcome customers as well;
- Giving [custom mints](#) to adults, a perfect choice for any occasion. Your customers will find their refreshing taste extremely pleasant, and they will not be able to forget about your brand!



In conclusion, all **custom sweets** and **personalised confectionery** can become promotional products with which to welcome customers or **corporate gifts** to welcome new employees or thank them for their commitment. They can be arranged in a container, purchased in special packaging or given as a gift together with [personalised gift boxes](#). Whatever way you intend to use your **branded sweets**, they will be able to establish a unique relationship of trust and familiarity with those who receive them.