



CONGDON'S DOUGHNUTS FAMILY RESTAURANT

"A Down East Favorite"

CONGDON'S PRESENTS...

SEACOAST SPRINKLES

October 2009



Platinum Plate Award Winner 2008 & 2009
"Best Family Restaurant"



HAPPY HALLOWEEN



New Hours

Open Daily
6 AM—3 PM
Closed Wednesdays



Join Our Blog

Our new website now includes a interactive blog portion. It is a perfect way to let us know what you think of our restaurant. Right now there are a few topics including *What is your favorite doughnut* and *What is your favorite Congdon's experience*.

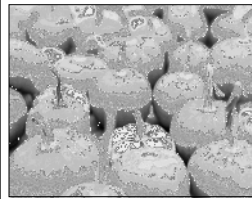


We can't wait to hear from you!!!

Go online today! www.Congdons.com and click on which topic you would like to add your comment to.

We want to hear from our amazing guests!!!

We've got pumpkin EVERYWHERE in October!



This month we will be running a few yummy fall treats.

We have a delicious Pumpkin muffin that is very tasty. We also will be featuring a amazing pumpkin whoopie pie with cream cheese frosting... delicious!!!

We are still carrying our Thanksgiving sandwich on our specials board as well. This sandwich is perfect for the fall. Oven roasted turkey, stuffing made from our own breads, gravy, cranberry sauce, on any choice of bread. Of course, it comes with an extra side of gravy for dipping and you can choose from French fries, coleslaw, cottage cheese, onion rings, or sweet potato fries for a side. Guaranteed to please!!!

Halloween Holiday Trivia

- Orange and black are Halloween colors because orange is associated with the Fall harvest and black is associated with darkness and death.
- Jack o' Lanterns originated in Ireland where people placed candles in hollowed-out turnips to keep away spirits and ghosts on the Samhain holiday.
- Halloween was brought to North America by immigrants from Europe who would celebrate the harvest around a bonfire, share ghost stories, sing, dance and tell fortunes.
- Tootsie Rolls were the first wrapped penny candy in America.
- The ancient Celts thought that spirits and ghosts roamed the countryside on Halloween night. They began wearing masks and costumes to avoid being recognized as human.
- Halloween candy sales average about 2 billion dollars annually in the United States.
- Chocolate candy bars top the list as the most popular candy for trick-or-treaters with Snickers #1.
- Halloween is the 2nd most commercially successful holiday, with Christmas being the first.
- Bobbing for apples is thought to have originated from the roman harvest festival that honors Pomona, the goddess of fruit trees.
- Black cats were once believed to be witch's familiars who protected their powers.

New Hours—Starting November 1st

October is the last month that we will be open 6 days a week

Beginning November 1st we will be open
Thursday through Sunday, 6am—3pm



BIG TREATS

Congdon's new EXTRA LARGE treats have become a huge hit! Our huge honey dipped doughnut and huge whoopie pie are putting big smiles on our guest's faces.



Our whoopie is like a large cake and can feed a whole birthday party easily!! Our large honey dipped doughnut is also very large but a little less filling than our whoopies. Both guaranteed to please!

We've even shipped them all around the country. With a little advanced notice and another \$ dollar bill we can decorate our big pastries and turn our treats into birthday celebrations.

Call for yours today!

Positive activities to promote positive thinking



Positive thinking isn't all mental. Here are a few simple physical activities you can do to improve your outlook:

- **Keep your back straight.** Good posture makes you appear stronger and more confident, and when you're perceived that way by others, your self-image will improve.
- **Smile.** You'll look more attractive, and the mere act of smiling can often lift a person's mood and spirits.
- **Exercise.** You'll relieve physical stress, release endorphins, and enjoy the positive effects of being in shape.



Dog Biscuits

Crunch, my golden retriever, just loves going to doggy daycare. The socialization skills he has acquired there seem to keep his alpha tendencies at bay. In less than 6 months he has improved ten fold. He is a happier pup and seems to get along with his new found dog friends so much better.

I am very impressed with Crunch's new attitude. He LOVES going to his school for dogs.



"The service is excellent and the food is outstanding! You feel like you're home"

*Edward Lingner
Enfield, CT*

Stretches You Can Do at Your Desk

If mid-afternoon finds you stiff or sore and perhaps a little blah, rejuvenate and re-energize with these moves from Darrin Zeer, author of *Office Yoga: Simple Stretches for Busy People*.

1. While sitting, interlace your fingers and place them behind your neck. Relax your elbows and shoulders. Breathe and stretch your elbows back.
2. Put your hands palm-to-palm in a prayer position move fingers in all directions. Squeeze your fists tight and then stretch and rotate hands.
3. Ease your neck by dropping your head to one side; roll it around in a wide circle and then switch directions.



Monthly Giveaway

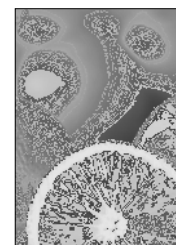
And the \$50 goes to...
Barbara Doucette from Wells, ME

Skip of the "Morning Breakfast Club," drew the winner of October's \$50 gift certificate monthly giveaway. Kerri won \$20 cash for being the server who enticed Barbara to enter.

Be sure to enter our \$50 gift certificate Monthly giveaway. Your server has the entry cards and would love to have you be this month's winner. The winner can purchase anything here at Congdon's. You could get 25 pumpkin whoopies, 32 pumpkin muffins... Whatever you desire.

You could be our next winner; be sure to enter on your next visit to Congdon's.

Oranges for Healthy Lungs



A joint Canadian-American study from KGK Synergize, a Canadian research and development firm, and the U.S.

Department of Agriculture, showed that substances in citrus juices called flavonoids may help prevent prostate cancer, lung cancer, and melanoma. A flavonoid found in tangerines and oranges effectively inhibited human lung cancer cells in laboratory studies. Just another reason to eat citrus fruits, which are also a great source of vitamin C, potassium, and folate.



Service with no seats

I often walk around Congdon's with doughnut holes to let our guests have a taste of Congdon's before they even sit down in the restaurant. There is a method to my madness. First of all, I want our guests to try some of our products (because they might buy more) but it also gives me a chance to chat with them about sports, the weather, life, or even what they think about Congdon's.

An issue that often comes up is our take out/bakery seating.

During our peak times these tables are often taken up by guests waiting for the dining room. Take out guests resent that they don't have a seat. This subject has been told and written to me many, many times. However, I am at a loss at what to do about it. Maybe a seating policeman assigning who can sit here and who can't.... I don't think so. Or maybe a big sign saying you can only sit if you've got a To Go bag... again, I don't think so.

So I leave it as is, it's on a first come, first serve basis. Thanks for coming to Congdon's and being our guest.

If you'd like, tell me your opinion/thoughts, email me at:
gary@congdon.com

September: Lviv City, Ukraine

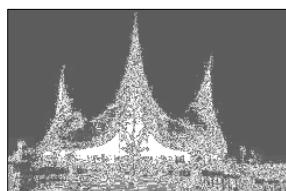
TWO FOR TUESDAYS

Earn **DOUBLE POINTS** every Tuesday on your Sweet Rewards card here at Congdon's.

By being a member of our Sweet Rewards program you get twice the value every time you eat at Congdon's on Tuesdays, good for food and beverage only.

*Not a member.... Sign up today and it's **FREE!***

Where in the world is this?



A free doughnut if you



Halloween History

Halloween dates back to an ancient fall festival celebrated by the Druids in Ireland, Great Britain, and Northern France. They would gather around a bonfire and don animal heads and skins, the precursor to our masks and costumes. After the invasion of Britain by the Romans in 43 A.C.E., the festival was merged with two Roman celebrations, Feralia – a late October commemoration of the passing of the dead – and the day to honor Pomona, the goddess of fruit and trees, whose symbol was the apple. This led to the tradition of bobbing for apples on Halloween. Jack o' lanterns were first carved out of beets and turnips in Ireland as representations of dead souls.



"If Congdon's was any better... it would be a sin."

*Dominic Sciretta
Natick, MA*

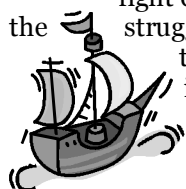
History of Columbus Day



Columbus

Columbus Day became an official state holiday in Colorado in 1905, and became a federal holiday in 1970. People have ritually remembered Columbus beginning at least in the Colonial period. In 1792, New York City and other eastern U.S. cities celebrated the 300th anniversary of his landing in the New World. In 1892, President Benjamin Harrison called upon the people of the United States to celebrate Columbus Day on the 400th anniversary of the event. During the 400-year anniversary in 1892, teachers, preachers, poets and politicians used Columbus Day rituals to teach ideals of patriotism. These patriotic rituals were framed around themes such as support for war, citizenship boundaries, the importance of loyalty to the nation, and celebrating social progress.

Catholic immigration in the mid-nineteenth century induced discrimination from anti-immigrant activists such as the Ku Klux Klan. Like many other struggling immigrant communities, Catholics developed organizations to fight discrimination and provide insurance for the struggling immigrants. One such organization, the Knights of Columbus, chose that name in part because it saw Christopher Columbus as a fitting symbol of Catholic immigrants' right to citizenship: one of their own, a fellow Catholic, had discovered America.



BALD THURSDAYS

If you have lost some of that beautiful hair we all cherish you need to eat at Congdon's on Thursdays. We are offering discounts depending on your level of baldness.

10% Off Receding Hair Line

20% Off Crown Balding

30% Off Extensive Hair Loss

Food and beverage only.

Needless to say we are not going to mention your qualifications for this promotion. You have to ask for it to qualify. Here at Congdon's we do believe... **Bald Is Beautiful!**

Haunted Houses

Haunted houses are a \$300 million a year business, with more than 3,000 throughout North America. Detroit is considered the Haunted House Capital of America because it boasts nearly 60 of them, more than any other area in the United States. Typically, haunted houses open the month before Halloween, with attendance doubling every weekend up to the 31st, while some haunted houses operate year round.



Your brain takes a break



The human brain takes a rest of its own when you go to sleep, according to new research. A study paired EEG (electroencephalogram) readings with data collected by electrodes measuring electrical activity inside the brain while patients slept. The results showed that neurons within the brain sometimes take short breaks during sleep, and that these rest periods allow us to remain asleep even though the brain registers noise or some other disturbance. In other words, neurons rest so people can rest, too.

Congdon's Sweet Rewards



Congdon's Sweet Reward program is simple to use and it's **FREE**. We have an easy to fill out application form that comes with your very own card. Every time you come into Congdon's we'll swipe your card and you'll accumulate points towards free food. We'll also send you birthday wishes, anniversary wishes, and all the other promotions we do here at Congdon's. We now have great new cards and they also come with key chain tags so that you never have to worry about losing it. Stop by and sign up! It's free and allows us to say "Thank You".

Congdon's does not share or sell our guests names and addresses

