

CONGDON'S DOUGHNUTS FAMILY RESTAURANT

"A Down East Favorite"

CONGDON'S PRESENTS...

SEACOAST SPRINKLES

Happy Easter!

April 2011



**We are open
Thursday—Sunday
6am—3pm**

BEST
INDEPENDENT RESTAURANTS
ASSOCIATION
www.BestIndependentRestaurants.org

**Platinum Plate
Award Winner
2008, 2009, 2010**

**"Best Family
Restaurant"**

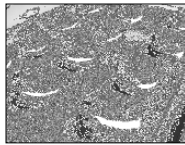
Maine Whoopy Pie Festival

Congdon's will be participating in the annual Maine Whoopy Pie Festival in Dover Foxcroft, ME on June 25th.



We'll be bringing our great big Whoopy pie as well as lots of little ones for tasting. Last year over 4,000 attended this annual festival.

We are very excited to be participating and hope to stand out from all other whoopies in Maine!!



Open Mondays

Starting April 18th our hours will change to Thursday - Monday 6am - 3pm.

Open Daily Starting Soon.

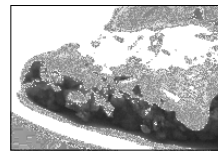


We will be closing at Noon on **Easter Sunday** April 24th.
Serving Breakfast Only



Smothered Fried Chicken

I personally added a delicious item to our lunch menu. It is low fat and calorie free... Yeah Right!



This delicious creation includes a deep fried chicken breast with chicken gravy, smashed potatoes, vegetable and a Congdon's own fresh roll. Amazing!

Tax Time Again!

I never seem to pay enough throughout the year to good ol' Uncle Sam and every year around mid-April the tax man shows up at Congdon's. I beg them to take delicious doughnuts and whoopy pies instead of money... but the Tax Man insists. "We have debt to pay you know."



"Alright, alright, I'll pay the dough," I said

If you buy a \$25 Gift Card from Congdon's by April 15th, I will give you a FREE Baker Dozen Doughnut coupon.

(That is a \$10.99 value... FREE)



I was hoping that you, our guests, could help us out and raise some much needed dough.

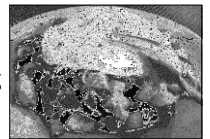
This doughnut coupon is good through June 15, 2011 and you can buy as many as you would like. This coupon is not valid on the day of purchase. However, the gift cards do not expire, so stock up for the season!!!

A great way to feed the family & friends for Free... AND help us out with the tax man.

You can order your gift card online at www.Congdons.com and go to the store page, you can call us at 207-646-4219 during business hours, OR stop by the store and pick one up at Route One in Wells.

New Menu Items

Along with the Smothered Fried Chicken we are also adding a Lobster Omelette to our menu as well as playing around with some Breakfast Skilletts.



Not a Sweet Rewards Member Yet!?!?

You should be!!!

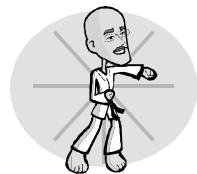
Don't miss out on all the great features of being part of our loyalty program. You will receive birthday and anniversary certificates, a long with award certificates when you reach 200 points.

New Feature: Receive a Free Dozen Doughnuts when you sign up!! Sign up today and receive your doughnut certificate!!



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.

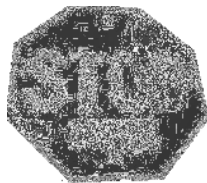


Needless to say we are not going to mention your qualifications for this promotion. You have to ask for it to qualify. Here at Congdon's we do believe...

Bald Is Beautiful!

You Missed Work Because Of...What?

A survey by CareerBuilder.com collected some of employees' more unusual excuses for missing work. Here are some highlights:



- One employee said his mother had been "attacked by a chicken."
- Another employee reported that his "finger had gotten stuck in a bowling ball."
- One employee simply told the boss he "wasn't feeling too clever that day."
- An employee said he needed to miss work so he could "mow my lawn right away in order to avoid a lawsuit from his homeowner's association."
 - Another employee said his "foot got caught in a garbage disposal."
- One employee had to call in sick because "she'd burned her mouth on a piece of pumpkin pie."

"Service is always great!! The most wonderful doughnuts and scones!! The best!!"

Holly Toomey

Paxton, MA

BUILD EXERCISE INTO YOUR DAY WITH INSTANT RECESS

Don't have time to exercise? It's a common excuse. Setting aside half an hour every day can seem daunting—so how about "instant recess?" It's the title of a book by Dr. Toni Yancey, a professor of health services at the University of California, Los Angeles, and also a strategy for getting some serious exercise every day.



The idea is simple: At least twice a day, devote 10 minutes to some physical activity. Take a brisk walk, do some mild aerobic exercise, dance, or lift weights—anything that gets your blood pumping a bit.

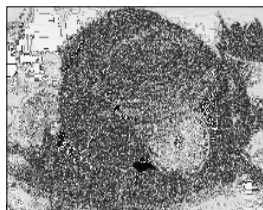
Three 10-minute exercise breaks add up to 30 minutes of exercise a day, which is the amount that doctors usually recommend for a healthy lifestyle. You'll feel better physically and emotionally, and you'll probably find yourself looking forward to "instant recess" throughout your day.



Cooking Your Easter Ham

If your Easter celebration involves serving a ham at dinner, these culinary tips can help ensure a successful outcome:

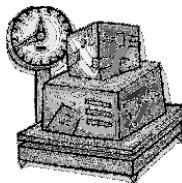
- Line the roasting pan with aluminum foil to avoid a difficult clean-up job.
- Don't trim off the fat rind; it bastes and flavors the meat as it cooks.
- Don't coat the ham with sugar until the last hour of cooking or it could burn.



-Cover the ham with aluminum foil when you get it out of the oven and let it sit for 15 minutes. The juices will return to the meat and make it easier to slice.

-Use a sharp knife with a long, thin blade for easier carving.

\$50.00 Doughnuts



Would you pay \$50 for a dozen Congdon's doughnuts?

There's lots of folks that do! We ship out doughnuts overnight to folks that really want that Congdon's taste. We've shipped as far away as California and as close as Nashua, NH. Order yours today!

We will also ship just about any of our pastries, breads, whoopy pies, and mixes!! Give us a call!!

Where did the Easter bunny come from?



First, let us look at Easter. This festival originated from pagan beliefs long before Christianity. The goddess of fertility, Ostara, was worshipped every spring when the faithful would leave colored eggs and seeds to honor her at their altars. This was basically heralding the start of new life after the spring equinox. As per legends, Ostara would turn her pet bird into a rabbit during spring equinox, and this rabbit would then entertain and amuse kids by laying colored eggs. This was as per the Anglo Saxon legend.

In northern part of Europe, a goddess named Eostre was the goddess of fertility and her consort used to be a rabbit. She threw her consort into heaven to make the constellation of the hare, also known as Lepus constellation. Once



each year, Eostre would give permission to Lepus to return to earth and also be able to lay eggs. It was the name of the goddess Eostre that over the years turned to Easter. Rabbits are connected with spring because of their ability to multiply so fast.

Spring is the time when the earth wakes up and nature begins blooming and producing new life. And, hence rabbits started being associated with Easter and today, we celebrate Easter with the ubiquitous Easter bunny.



Where in the world is this?
A free doughnut if you know!



Monthly Giveaway

And the \$50 goes to...
Skip Brown of Wells, Maine

Mary drew the winner of February's \$50 gift certificate monthly giveaway. Carol won \$20 cash for being the server who enticed Skip 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 months winner. The winner can purchase anything here at Congdon's. You could get 4 Apple Pies, 14 Loaves of Cinnamon Raisin Bread... whatever you desire!!!

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

Dog Biscuits

April brings open water fishing to Maine as Crunch and I head out onto Maine's lakes and rivers. Crunch loves to be on the boat and will drop everything if he sees me going out. While aboard he thinks he's the Captain. My dad's old 27' pontoon gives him lots of room to roam around. He walks the perimeter like he's on patrol. Crunch is



always looking for goodies to eat while on board. The food bag always needs to be closed as Crunch loves chips, hotdogs and pickles. Crunch and I have both had our run-ins with hooks too. I got one in my nose by my son Jacob's wild cast and Crunch got one in the leg when he was circling the food bag.

Carol's Headed to Chicago



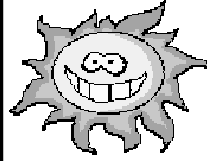
Congdon's own Carol will be heading to the National Restaurant Association's Food Show in Chicago soon. While being a little timid about flying and big crowds she says she'll attend the largest

restaurant trade show in the world and check out the latest in trends and high tech equipment. Be sure to wish her well in her travels.

We will let you know what new things she discovers in her travels.



The Benefits Of Smiling



You can forget about Prozac or St. John's Wort. A genuine smile increases the production of serotonin, the happy hormone.

• **It's a bonding agent.** Smiling builds bridges to other people around us. It keeps us from remaining aloof and separate from one another. Babies as young as three weeks old even recognize smiling as a bonding behavior.

• **What a workout!** One smile uses more than 16 muscles!



Tax Day, Why April 15th?

The deadline for filing U.S. income tax returns hasn't always been April 15th. When the 16th Amendment to the Constitution was adopted in 1913, enabling Congress to levy the tax, lawmakers specified March 1st as the filing deadline. In 1918, Congress moved the date forward to March 15th, although why is not clear. Finally, in 1955, the date was pushed forward a month,



to April 15th. Why? Officially, the IRS said it was to allow more time for processing returns. But some cynics claim it also allowed the government to hold on to taxpayers' money for an extra month before issuing refunds.

"Best Breakfast Ever! Aaron was very personable and friendly. Also, very helpful suggestions."

Linda Reed

Southampton, MA

Incredible Breakfast Cook Off

Last month Congdon's had the pleasure to get involved with the Maine Restaurant Association's Incredible Breakfast Cook Off. This event had 15 Maine restaurants participate in claiming Maine's best breakfast foods. In the end Congdon's didn't win that award but we did get on live television and live radio that

INCREDIBLE BREAKFAST COOK-OFF

SEA DOG BREWING CO.

Benefiting Preble Street Resource Center

morning. Our big honey dipped doughnut and big whoopy pie got rave reviews all the while we helped raise over \$5000 for the Preble Street Resource Center in Portland.

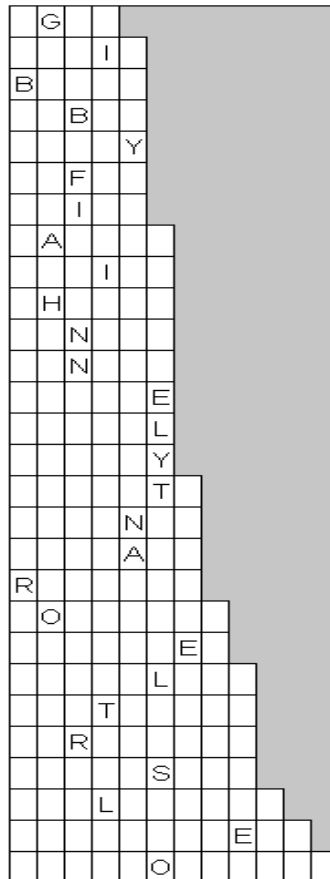
**CONGDON'S DOUGHNUTS
FAMILY RESTAURANT**

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Website: www.Congdons.com

PRSRT STD
U.S. POSTAGE PAID
WELLS, ME
PERMIT #1

Real, hard-boiled, dyed or plastic ones with surprises inside
Easter usually falls during this month, but occasionally in March
In parts of Europe, church ___ are silent for three days before Easter
The word Easter is not used in modern English translations of the ___
The Easter ___ delivers presents and candy to everyone
In Medieval times eggs were often given as ___ to the servants
Some people dye their eggs, others prefer to ___ them
Fill it with plastic grass and go find the eggs
Easter celebrates the resurrection of ___
Many people attend early morning mass or ___ services
Families often gather for a large ___ with lamb, ham, or turkey
The ___ season before Easter is a time for reflection and sacrifice
Some cities may have an Easter ___ running through town
This hue of color is popular during the spring
Day of the week on which Easter has fallen since 325 A.D.
Traditionally women and girls wear fancy dresses and hats or ___
Easter is always celebrated after the Vernal ___
The symbol of the Easter Bunny came from this country
The Easter Egg is a symbol of ___ or renewal
Baking ___ buns is an old Easter tradition
Jewish people celebrate ___ during the Christian Easter season
One of the leading holidays for candy and ___ consumption
Indoors or outdoors, children look forward to the ___ hunt
Faschnacht, ___ and Carnival all begin the Tuesday before Lent
Easter concludes the 46 days of Lent that starts on Ash ___
Along with chocolates, a candy sometimes associated with Easter
Easter often occurs near ___ when kids are out of school
Early ___ converted the pagan festival of Eastre to a Christian event



Enter unused letters from puzzle, in order:

___ □ □ □ ___ □ □ □ ___ □

___ □ □ □ ___ □ ___ □ □

□ □ ___ □ ___ □ ___ □ □

Copy boxed letters to form your hidden message:



If you would like to be removed from our newsletter mailing list, please email us at info@congdon.com and we will remove you.