

Odense Marcipan US

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Briefly describe your business and key individuals

Charlotte Wetche launched Odense Marcipan US in November of 2012 selling traditional Scandinavian marzipan (60% almonds), nougat, Ready To Bake marzipan (for kransekage), chocolate for baking and coating. Charlotte's great-grandfather founded Odense Marcipan in their hometown of Odense, Denmark in 1909. Odense Marcipan is one of the largest manufacturers of marzipan in Europe and an official purveyor to the Danish Royal Family. With the launch of Odense Marcipan US, these favorite Odense products are now available in North America via Charlotte's website: <http://www.odense-marcipan.us/>

What is new in your business?

Odense Marcipan US now offers gift sets ranging from \$20-\$74. Personalized messages can be added to the packages along with a brochure with 3 unique recipes that allow the gift set recipient to easily start discovering Odense Marcipan US. For people who already know they love marzipan, our [Marcipan Club](#) delivers delicious flavors 4 times a year coinciding with the seasons and often includes special items not offered through day-to-day sales. The cost is just \$75/delivery. Marcipan Club members are also offered special benefits including discounts on Gift Sets and rewards for referrals.

When and why did you join SACC Arizona?

In December of 2012 I joined SACC Arizona for the opportunity to meet people already familiar with the Odense brand and traditional Scandinavian marzipan. When trying to introduce a brand and change the perception of a product category, it's extremely helpful to have people who know and love Odense Marcipan "on your side" and serving as ambassadors.

What Chamber events have you attended?

I was one of the sponsors at the Annual Holiday Dinner in December.

What do you see as the most valuable Chamber membership benefit?

The opportunity to network with fellow Scandinavians is very important to my business. Since Odense Marcipan is an "unknown" brand in the US and since many people think of marzipan as a sugary paste, not the marzipan many Scandinavians grew up eating, I am looking for "brand ambassadors" - - people who are familiar with Odense Marcipan -- to help spread the word about how delicious and rich the Original Odense Marcipan, Nougat and kransekage are.