

THE CHOCOLATE BOMB FORMULA • MODULE 5

Packaging That Sells Itself

Boxes, bags, inserts and ribbon: how the same six bombs go from \$18 to \$30.



Packaging That Sells Itself

The same six bombs sell for \$18 in a bag and \$30 in a box. The chocolate is identical. The difference is everything in this module: a kraft box with a window, an insert that keeps each bomb in place, tissue, a ribbon and a tag with your name on it. None of it costs more than \$1.20 a box.



My packaging station: boxes, cello bags, twine, ribbon, tissue and shred. Everything here fits in one drawer.

What you'll find in this module

- The single bomb: cello bag, twine and tag (the \$5 to \$7 sale).
- The box of 4, the box of 6 and the box of 12, with inserts, step by step.
- Printable box templates (next PDF) and the supply list with real prices.
- Basic vs. premium: exactly what the \$30 box has that the \$18 box doesn't.
- How to carry twenty boxes in a car without a single cracked shell.
- Seasonal looks for Halloween and Christmas.

Your supply list (under \$25 to start)



Everything on this page, laid out. You can buy all of it in one trip or one online order.

Item	Where	Price	Per box of 6
Kraft boxes with window, 8.5 × 5.75 × 2.5 in (or print your own)	Craft store, Amazon, dollar store	\$0.45–0.90 each in packs of 10–25	\$0.45–0.90
Cardstock inserts (print the template on 80–110 lb kraft cardstock)	Any printer	\$0.10 a sheet	\$0.10
White tissue paper or kraft shred	Dollar store	\$1 for 20 sheets	\$0.05
Clear cello bags, 4 × 6 in (singles)	Craft store, Amazon	\$4 for 100	\$0.04 each
Baker's twine (red/white and natural)	Craft store	\$3 a spool	\$0.02
Satin ribbon, 5/8 in, red and green	Craft store	\$2 a roll	\$0.08
Kraft tags and round labels (Module 6, printed at home)	Your printer	\$0.10 a sheet	\$0.05

The number that matters: premium packaging adds \$0.80 to \$1.20 per box of six and lets you charge \$30 instead of \$18. That's the best \$1 you'll spend in this business.

The single bomb: bag, twine, tag

This is the \$5 to \$7 sale, the teacher gift, the stocking stuffer, the "just one for me." It takes 40 seconds.



1. Slide the bomb into a 4 × 6 in cello bag, drizzle side up. Do not squeeze the bag; the shell is strong but the drizzle scratches.



4. Twine, ribbon or natural: three looks from the same bag. The tag is from Module 6.

1. **Bag:** 4 × 6 in clear cello, bomb at the bottom, drizzle facing the front.
2. **Gather** the bag about 1 in above the bomb. Don't twist it tight: leave a little air so the bomb doesn't touch the plastic on top.
3. **Tie** with baker's twine (two wraps, a bow) or a 10 in piece of 5/8 in ribbon.
4. **Tag:** thread a 2 × 3.5 in kraft tag through the twine before the bow. Flavor on one side, "drop in 8 oz of hot milk, stir, enjoy" on the other.
5. **Trim** the top of the bag to 1.5 in above the bow with sharp scissors. A clean straight cut looks store-bought.

What to charge: \$5 for a classic, \$6 for a cappuccino or caramel, \$7 for a seasonal with extras. Minimum order for singles: 4. Below that, the packaging time isn't worth it.

The box of 6: the one that pays the bills

Eighty percent of what I sell is this box. 8.5 × 5.75 × 2.5 in, kraft, window lid, cardstock insert with six holes. Here's the build.



The insert does two things: it keeps the bombs from rolling into each other, and it lifts them so they fill the window. That lift is the whole "premium" effect.

1. **Fold the box** (bought flat or printed from the templates). Score every fold line first with an empty ballpoint pen against a ruler.
2. **Line** the bottom with one sheet of white tissue, folded to fit, edges tucked. Or a handful of kraft shred for a rustic look.
3. **Risers:** fold the two riser strips in half lengthwise and stand them along the long sides of the box.
4. **Insert:** drop the insert on top of the risers. It should sit about 1 in from the bottom, flush with the walls.
5. **Place each bomb** drizzle side up, best one in the center of the window. Rotate each so the prettiest face points up.
6. **Close** the lid, then ribbon, tag and sticker (next page).

Fit check: if a bomb wobbles, the hole is too big: print the insert at 98%. If it won't sit, the hole is too small: 102%. Print one, test one, then print ten.

Basic vs. premium: the \$12 difference



Left: the \$18 box, six bombs loose on tissue. Right: the \$30 box, same bombs with insert, shred, bow and tag.



The \$30 look, finished: ribbon, tag, card, sticker. People photograph this box and post it. That photo is your next order.

	Basic (\$18)	Premium (\$30)
Box	Plain kraft, no window	Kraft with window lid
Inside	Tissue, bombs loose	Insert + risers, shred or tissue
Closure	Lid only	Satin ribbon bow + round sticker sealing the lid
Tag	None or handwritten	Printed kraft tag on twine: flavors + "how to use"
Card	None	Folded card under the ribbon with the buyer's message
Extra cost	\$0.55	\$1.20

Charge for the premium box every time. Offer the basic only when someone asks for "just the bombs" for their own kitchen. Gifts are always premium.

Box of 4 and box of 12



Left to right: box of 4 (\$18–24), box of 6 (\$24–36), box of 12 (\$45–60). Same method, different insert.

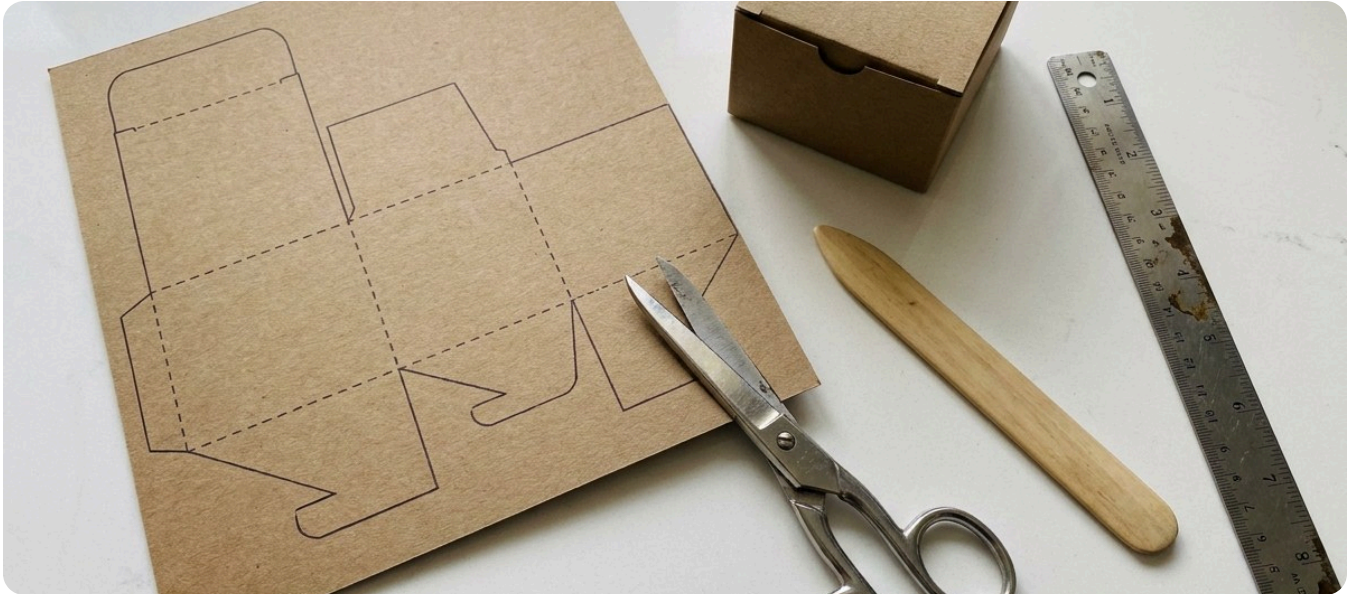
Box of 4 • 5.5 × 5.5 × 2.5 in

The gift for one person: teacher, neighbor, coworker. Two-by-two insert. Price it at \$18 to \$24: it's not "cheaper than the 6," it's a different gift. Sell it in a different color ribbon so people see two products, not one product in two sizes.

Box of 12 • 11 × 8.25 × 2.5 in

The office gift, the family order, the realtor closing gift. Four-by-three insert. Price it at \$45 to \$60. The template prints on tabloid (11 × 17 in) or A3 paper: print it at any print shop for about \$1 a sheet, or buy 11 × 8 in kraft boxes ready-made. At this size, always use the insert: twelve loose bombs will crack each other.

Printing your own boxes



The templates (next PDF) print on 80–110 lb kraft cardstock. Solid lines are cut lines, dashed lines are folds. Score before you fold.

- **Paper:** 80 to 110 lb cardstock (220 to 300 gsm). Kraft is cheapest and looks the most expensive.
- **Print at 100%** ("actual size," never "fit to page"), otherwise the lid won't fit the base.
- **Each box is four sheets:** base, walls and rim strips, lid with window, insert and risers. Glue the tabs with double-sided tape. Let it sit five minutes before filling.
- **Window:** cut the rectangle out of the lid and tape a piece of clear acetate or a flattened cello bag behind it.

Carrying twenty boxes without a cracked shell



A shallow cardboard tray, boxes packed snug, bubble wrap between rows, a towel on top. Flat, never stacked more than two high.

1. **Pack cold.** Bombs that spent 15 minutes in the fridge before packing survive a bumpy road. Don't deliver anything that's been in a warm kitchen for an hour.
2. **One layer** in a shallow tray (a cut-down shipping box works). Boxes touching each other so nothing slides.
3. **Bubble wrap or a towel** between the tray and the trunk floor, and a towel on top. Never on the seat: seats are the warmest spot in the car.
4. **Never in the car for more than 30 minutes** above 75°F (24°C). In summer, deliver early morning or use an insulated bag with one ice pack (not touching the boxes).
5. **Hand it over standing up:** "keep it flat and out of the sun" is the whole instruction your customer needs.

If one cracks anyway: keep two spare bombs in a separate bag in every delivery run. Swap it in the driveway. Nobody ever knows, and you look like a professional.

Seasonal looks: same box, new season



Halloween box of 4 with black tissue and an orange tag; Christmas box of 6 with red ribbon and a sprig of pine. Two minutes of extra work, \$4 to \$6 more per box.

Season	Tissue / shred	Ribbon	Tag (Module 6)	Extra	Price bump
Halloween	Black tissue	Orange twine	"You've been booed"	Candy eyes on the bombs	+\$4
Thanksgiving	Kraft shred	Natural twine	"Grateful for you"	Cinnamon stick under the twine	+\$3
Christmas	White tissue	Red or green satin	"Merry Christmas"	Sprig of pine, crushed peppermint on top	+\$6
Valentine's	Pink tissue	Red satin	"Love you"	Heart sprinkles, one strawberry bomb	+\$5
Easter / Mother's Day	Cream tissue	Sage ribbon	"Happy Mother's Day"	Pastel drizzle, a dried flower	+\$4
Teacher gift	Kraft shred	Red-white twine	"Best teacher ever"	A pencil tied in the bow	+\$2

The rule for every box

Print one, fold one, fill one, photograph one. Post the photo. Then make ten. Your photos are your catalog, and the box is what people buy before they taste anything.