

CrappyFudge defies its name

BY MARIA SONNENBERG
FOR FLORIDA TODAY

Friday, when today's feast becomes leftovers and your thoughts turn to shopping, consider asking Anne Dockendorf to send you a big jar of CrappyFudge, a delicious, locally made gift with a large dollop of humor.

CrappyFudge

Where: Sold only through www.crappyfudge.com

Call: 574-0944

Prices: \$13.99 for a 1-pound jar

Of note: If one jar of CrappyFudge is great, a basket is even better. Holiday gift baskets include a couple jars of the creamy stuff together with other goodies, such as Biscoffs.

When life hands you lemons, Melbourne entrepreneur Dockendorf makes fudge. CrappyFudge.

CrappyFudge definitely is not what the name implies, but rather the tongue-in-cheek moniker for a superb concoction made by candy man Vinnie Grimaldi, a guy who knows his way around cocoa, and we're not talking about the Central Brevard city.

Grimaldi comes from a long generation of chocolatiers and has a good sense of humor to boot, so when Dockendorf asked for his help, he agreed.

Dockendorf bottles the fudge into jars with a bottomless array of sayings, such as Aged to Perfection (for birthdays), You're Big Crap Now (graduation), I Fudged Up (apology), Time for a Change (new baby) and Warm Wishes (holiday greetings).

She then will ship the 1-pound jars of the spreadable fudge to unsuspecting gift recipients across the country.

Great tasting, made right in Brevard County and amusing to boot, CrappyFudge could turn out to be the Space Coast's gift of the year.

Allow Dockendorf to explain.

How did CrappyFudge come to be?

I was working as a CAN (certified nursing assistant), doing geriatric care for some indigent patients and a couple of private pay patients, but the private pay patients weren't paying, so I was feeling very frustrated.

I had a chocolate bar on my hand when I got the idea of something that would be sweet but at the same time get a point across.

I wanted something that would taste good, so the whole thing would be ironic.

When I visited Vinnie Grimaldi and told him about the idea, he just started laughing. He agreed to help me out.

Vinnie is an 11th-generation candy maker, and he makes the fudge, which is not your traditional fudge, but rather fudge you eat with a spoon. It's great on a Biscoff or a shortbread cookie.

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He uses all-natural ingredients, including butter and cream, without any trans fat. We bottle the fudge in jars that display different phrases that make for great gag gifts.

What are some of the phrases?

You have a choice of phrases for all occasions, anniversaries, holidays, apology, appreciation, birthdays, or you get to personalize your own crappy phrase, but we reserve the right to use our discretion. CrappyFudge is never offensive.

What has been the reaction to the fudge?

Everybody smiles when they first hear the name.

People are always looking for something that stands out, and CrappyFudge stands out.

Rachael Ray is considering CrappyFudge for her "Snack Time" segment.

I just got offered \$50,000 for my Web site, so I think we're going the right way.

You offer quite an array of sayings for the jars. What are your personal favorites?

"From the Bottom (of My Heart)" and "The Moment Moved Me." Customers love "Happy Anniversary and All That Crap."

Favorite dessert?

I have a weakness for Crappy Fudge, as well as for Vinnie's chocolate-covered potato chips.

Two famous people you would enjoy sending CrappyFudge to?

Definitely Donald Trump and his "best friend," Rosie O'Donnell.

The two of them are perfect, they don't know when to stop. He would take CrappyFudge to heart and would be offended, and she would get a great kick out of it.

What's it like being the owner of CrappyFudge?

I'm having the time of my life.

<http://www.floridatoday.com/apps/pbcs.dll/article?AID=2007711220309>