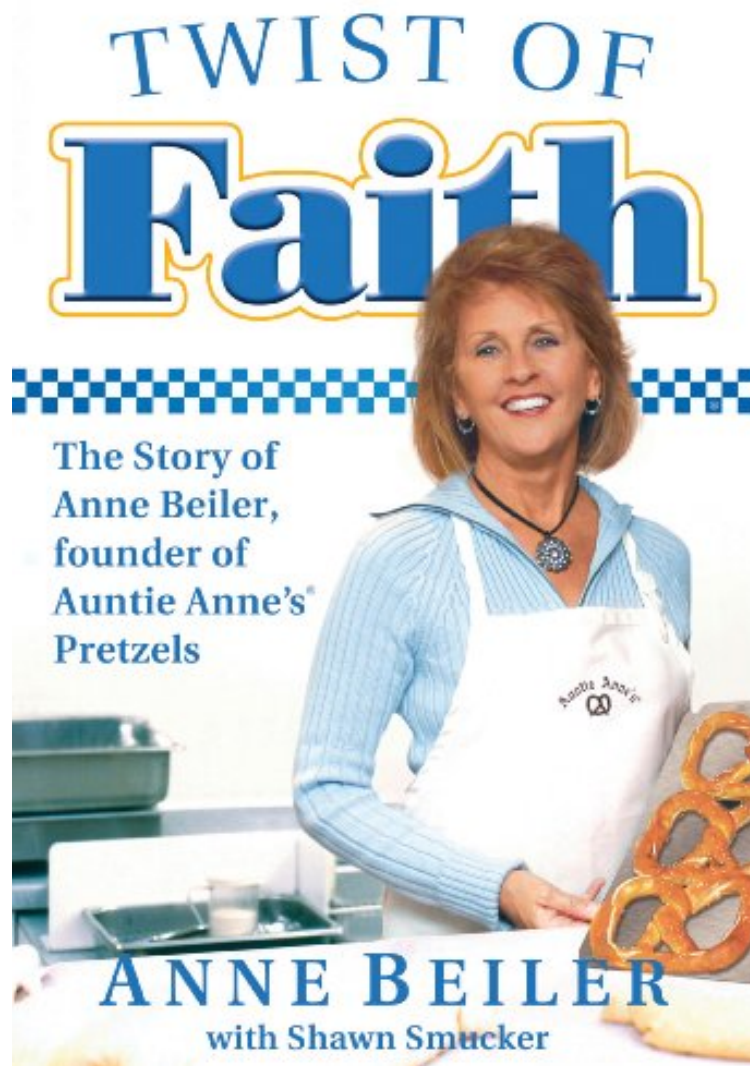


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## Twist of Faith: The Story of Anne Beiler, Founder of Auntie Anne's Pretzels

Anne Beiler

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**Anne Beiler : Twist of Faith: The Story of Anne Beiler, Founder of Auntie Anne's Pretzels** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Twist of Faith: The Story of Anne Beiler, Founder of Auntie Anne's Pretzels:

0 of 0 people found the following review helpful. I was disappointed with the personal backstory and the see-saw method of ...By DickensfanI bought this book to learn more about the business she established. Due to my own preconceived ideas, I was disappointed with the personal backstory and the see-saw method of intertwining the business growth with personal problems. However, it is an excellent testimony of the faithfulness of Christ who walks

with us in difficult times. It is just not a very good book on building a business. 0 of 0 people found the following review helpful. Good read  
By Joyce S. As an entrepreneur myself I like to hear how other people started their successful businesses. Great example of a strong family and what God can do if we just trust him and move forward down the path he is leading us. Even if we do not understand or can imagine how great God can make our lives. 0 of 0 people found the following review helpful. Four Stars  
By Cindy Ellis great item

The secret ingredient is love. It was a short distance from Anne Beiler's little town in the heart of Mennonite country to her humble farmer's stand that would become the first Auntie Anne's Pretzel store. But it was a long life journey for Anne to get there. *Twist of Faith* is more than the inspiring story of building a successful business; it's a personal journey of faith and forgiveness. From the death of her young daughter to surviving the rigors of building a successful business to struggles with depression, Anne offers a deeply personal view of her life. She says, "If you knew my life and understood where I came from, you would agree that Auntie Anne's, Inc. is a modern day business miracle." *Twist of Faith* is an inspiring look at the life of a woman who went from an 8th-grade Amish education to founding Auntie Anne's, Inc., the world's largest mall-based pretzel franchise.

From Publishers Weekly At first glance, this spiritual autobiography might appear to be another of those rags-to-riches memoirs that retired business owners love to write. Happily, Beiler puts an unusual twist on her story, interweaving the chronicle of her business's startup and phenomenal growth (farmer's market stand in 1988, 700 domestic and 119 foreign locations 15 years later) with a candid personal account of bereavement, abuse and adultery; family and workplace struggles; and extended periods of grief and depression. Sometimes the chronological leapfrogging can be confusing—*are we in Texas now, or Pennsylvania? and what year is it again?*—but often insights from one time period illuminate struggles from another as Beiler alternates between incredible naïveté, especially about predatory males, and sharp-eyed business savvy. Money does play an important role: I see God giving you things you wouldn't believe, a friend predicts. I see houses, I see land, I see cars.... Yet Beiler's first priority is philanthropy, not accumulation. Religious readers will appreciate not only her generosity but also her inspirational accounts of prophecies, answered prayers and, above all, forgiveness. (Mar.) Copyright © 2004; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author Anne Beiler is the founder of Auntie Anne's Hand-Rolled Soft Pretzels, the world's largest mall-based pretzel franchise. Established in 1988, the business has grown to 150 corporate staff supporting over 300 franchisees and their 950 locations worldwide. In 2004, the Auntie Anne's franchise system generated over \$250 million in sales and gave over \$1 million to charitable organizations. Anne's vision to serve, inspire, and give has been recognized many times. She was named one of America's 500 women entrepreneurs by *Working Woman* and *Entrepreneur of the Year* by Inc. magazine. Anne's entrepreneurial insights have also been featured on *The Food Network's Unwrapped*, and *The Oprah Winfrey Show*; and in magazines such as *Fortune*, *Nation's Restaurant News*, and *Guideposts*.