

The Intelligencer

Warwick family sprinkles magic on Christmas cookies

By James Boyle

Posted at 1:45 PM

The Giacoponellos created a new holiday tradition with their self-published book, ‘Mister Sprinkles and the Secret of Santa’s Magic.’

It’s a simple question that gets millions of parents scrambling each year to find a reasonable answer.

How does Santa do it? How does he fly all over the world and deliver presents in one night? When a curious child poses the conundrum, it’s up to the adults to come up with a plausible solution that keeps the cheerful mystery alive for at least another year.

When first-grader Andrew Giacoponello asked his mom and dad to make sense of it three years ago, Danielle and Jeffrey Giacoponello, of Warwick, found an answer that they are now trying to turn into a nationwide holiday tradition.

“He is an incredibly practical young man,” said Jeffrey, a recruiter for Lincoln Financial Group. “He’s trying to figure it all out. I looked at Danielle, she looked at me, and our response together was, “There’s magic in the Christmas cookies.”

That quick thinking turned the already delicious seasonal chore of cookie making into an important mission vital to the success of Santa’s job. Andrew knew those cookies needed to be baked and ready by Christmas Eve for Santa to fuel up on magic as he continued his ride.

“He gets super excited every year, knowing he gets to do his part in giving Santa his magical powers,” said Jeffrey. “Making Christmas cookies for us has been this big experience for the past couple years.”

Jeffrey and Danielle’s explanation started to become more elaborate over the years. With the help of Jeffrey’s daughter, Catrina Adcock, they cooked up a rhyming tale about a little boy making Christmas eve preparations. The fun back-and-forth took

shape as a real story that the Giacomponellos unveiled to the public this season as “Mister Sprinkle and the Secret of Santa’s Magic.”

They could have settled on creating a book with brightly colored illustrations, but the Giacomponellos wanted to craft something that could join the Elf on the Shelf or the Mensch on the Bench on store shelves. Working with a manufacturer based in Allentown, the Warwick family compiled a gift box including the self-published book that contains Danielle’s cookie recipe, three cookie cutters and a plush ornament of the star-shaped Mister Sprinkle.

“I baked Christmas cookies with my grandma and mom and sister, and then Jeff’s daughter,” said Danielle. “It gives us that day or two of no distractions, putting on Christmas movies. It’s about that togetherness and chatting all day and taking a break from everything. We need to get back to that.”

The manufacturing process began in the summer, but the finished product did not arrive until early December. It’s a little late in the season for a full marketing strategy to take shape, but the Giacomponellos are not wasting anytime getting word of mouth started. Mister Sprinkle is available on their for \$27.99, which they will ship from their home.

That’s a short-term fix until the bulk of their inventory goes live on Amazon, which Jeffrey says will be any day. The boxes are on their way to Amazon’s warehouse in California, and they have been delayed by the wild fires, he said. Any profits from the sale of “Mister Sprinkle and the Secret of Santa’s Magic” will be donated this year to Children’s Hospital of Philadelphia, Jeffrey said.

Once the holidays are over, it will be time to make a serious push to introduce Mister Sprinkle to a wider audience. Danielle’s know-how and connections as a veteran of the gift industry will help get their feet in the doors of retail distributors and on the floors of major trade shows. She’s at home now, after giving birth to twin boys, Jake and Ryan, 14 weeks ago. Jeffrey hopes to partner up with QVC, get featured in parenting magazines and share their family story with as many people as possible.

“We just had an order come in from North Pole, Arkansas,” said Giacomponello. “We also got some orders from Florida, but most have come from Pennsylvania. When you’re at home and want to do something that’s really Christmasy, Mister Sprinkle fills that spot.”

For more information on Mister Sprinkle, visit the website at

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