

A note from Anne



YAY! Finally, Spring is here!

With several major holidays with deep icing colors in the rearview mirror, it's time to freshen things up with sweet pastels and bright rainbows!

Spring brings with it several reasons to celebrate and I hope this box helps you along the way. With this Spring Box, you'll have cutter options for Spring, Easter, Mother's Day, Teacher's Appreciation, and Graduation!

Plus, this season we are jumping into the amazing, wonderful world of cookie packaging! This world is expanding, and with this box, we'll take a moment to pause and examine common box and bag options. We also dive into a few elevated packaging upgrades like cookie backers. Be sure to check out the Cookie Packaging Quick Guide brochure in the box. I hope this is one of the most helpful boxes you've received so far in the club!

And don't worry, each Club box includes a few fun new cookie tools, and the Spring box is no exception. Inside you'll find some new PINK tools! Happy baking and decorating!

Don't forget to check the Club calendar of events. We hope you'll join Topher and I ... AND The Flour Box team for coffee this Spring! Plus, sign up for the Cookie Exchange in April!

Spring it on!! **Anne**

P.S. The March 20th Club exclusive email will have all the details about this month's giveaway and more!

Missing your Flour Box Club emails? Check your SPAM, JUNK, or PROMOTIONS folder! We are noticing an increased number of members that are reporting their club emails are not being sorted to their inbox, especially Gmail and Yahoo users. So check your spam or promotions folders. If your email landed in another folder, you can DRAG and DROP your club emails to your inbox. Then when prompted, select yes to have your emails always moved to your primary folder. Need assistance with your club emails? Reach out to our team at hello@flourbox.com



Flour Box Club Dashboard

All active Flour Box Club Members can find all the member resources and videos on the Club Dashboard. This dashboard is a one-stop-shop for all club resources: videos, downloads, and recordings of special events all in one place! No more hunting around old emails to find video exclusive club tutorials. This dashboard of all club resources is available to all active Club members.

Here's how to access the dashboard:

- (1.) Go to the account page on www.flourbox.com
- (2.) Log in to your account. If this is your first time logging in, you'll need to create an account using your email address.
- (3.) Go to order history and see the button to click to the dashboard!
- (4.) Our team is here to help you log in and find the Dashboard. Email us at hello@flourbox.com for assistance!

SPECIAL CLUB MEMBER DISCOUNT! 'CUTECOOKIE'

Save 20% on all Cookie Packaging (boxes, bags, backers, tags, and more) with coupon code 'CUTECOOKIE'.

This code can only be used once. It expires on May 31st. The code cannot be combined with another coupon code.

WHEN DOES MY NEXT BOX SHIP?

Your next box ships June 15th!

The Flour Box Club boxes are a part of your Club subscription and are automatically charged and shipped to Club members seasonally.

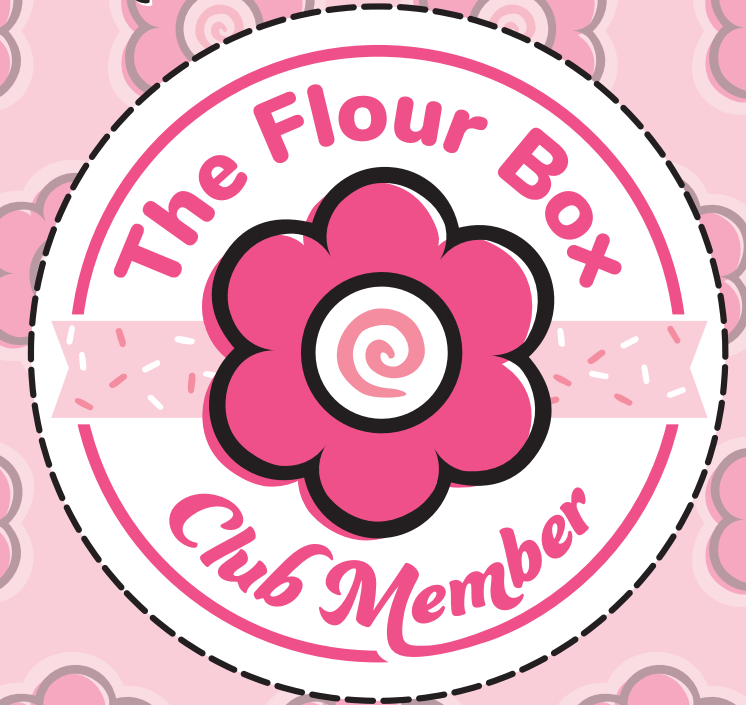
Your subscription can be canceled anytime. But we sure don't want you to leave the club! You can access your subscription information in your Flour Box account on www.flourbox.com.



Get Ready to Be Inspired

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Spring 2023



The Sweetest Club Around!

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This Season's Theme:

Cookie Packaging

The snow is melting and the flowers are breaking through... spring is on the way! I hope you have fun using these cutters, exploring cookie packaging options, and testing some new cookie tools!

In this box you'll find:

- **THREE new EXCLUSIVE Spring Roly Poly Cookie Cutters:** Roly Poly Chick, Roly Poly Bunny, and Roly Poly Lamb - a trio for cute spring cookie sets.
- **ONE new EXCLUSIVE Flower in Pot Multi Cutter:** This 2-in-1 cutter makes an adorable cookie set for Teachers and Mothers.
- **ONE new EXCLUSIVE Grad Cutter and Stencil SET:** This cutter and stencil set make a quick and easy cookie option for graduations.
- **TWO new EXCLUSIVE MINI Grad Cutters:** The Mini Diploma and Mini Grad Cap make a cute set with the new Grad cutter!
- **FREE DIGITAL DOWNLOAD-** Find a FREE Decorating Guide for all SEVEN new cutters on the Flour Box Club Dashboard and in the March 20th email. This guide has step-by-step photos and instructions for decorating each cookie!
- **Flour Box Silicone Cookie Baking Mat-** Washable and reusable, this silicone baking mat evens out heat for beautifully baked cookies!
- **Pink Flour Box Bench Scraper-** Use this tool to section your dough before baking! It's great for cleaning a flour-covered workspace, too!
- **Bird Bowl Scraper-** Good to the last drop! Scrape every last bit of dough from your mixing bowl clean with this cute bowl scraper.
- **Quick Guide to Cookie Packaging Brochure:** Keep this brochure handy when making packaging choices! Use the guide to find the best cookie fit every time!
- **Cookie Bag Sample Pack (includes 6 sample bags):** 1 gusseted bag, 1 zip top bag, and 4 flat bags.
- **30 Full Color, Glossy Cookie Tags-** Embellish cookie bags and boxes with cute and colorful messages for Graduation (10), Teacher Appreciation (10), and Spring(10)!
- **Cookie Box Samples with Cookie Backers:** Each new cutter is packed in a sample box with a cookie backer. Plus, find 2 square boxes and 1 rectangle option at the bottom of the box.
- **FREE COOKIE TOPPER DIGITAL DOWNLOAD-** Can't get enough packaging? Check out the March 20th email and the Flour Box Club Dashboard for additional FREE digital PRINTABLE Cookie Toppers that coordinate with this box's cookie designs!

Common Cookie Packaging Options



Cookie Bag with tag, topper and/or ribbon:

A cookie bag helps seal in the freshness and has a nice presentation. It's also the most affordable packaging option. For a little extra sizzle, add a tag, topper, and/or ribbon to dress up the cookie. A simple cookie with a tag or topper is a quick upgrade. Plus, I love adding tags and toppers with messages to save time from piping text on cookies!

Cookie Box:

A cookie box offers freshness and protection! Using a window or clear box puts your artistic treat on full display. Whether you are packing 1 cookie or 24, there is no shortage of box sizes to fit your cookie project (see the packaging guide in this box). While still affordable, boxes can add .40 - \$3 to the cost of your project. It is recommended packing cookies in a treat bag first before boxing for maximum freshness!



Cookie Box with Backer and Tag:

Bring the WOW factor with a cookie backer. Choose a themed backer card or use a simple standard pattern. You can purchase these or make your own from printables or cutting scrapbook paper. Add a metallic elastic, ribbon, and tag to give your cookie set a gift-like appearance. While this adds to the cost of the overall project, it also adds tons of value and appeal!!



EXCLUSIVE CLUB VIDEO & TUTORIAL

Check out the March Club Exclusive Tutorial that goes with this box! You'll find a step-by-step tutorial of all your club cutters. Plus, get all the latest club news! Access the private, club-only video in the March email and on the Flour Box Club Dashboard flourbox.com/blogs/flour-box-club



SPRING CLUB SCHEDULE - SAVE THE DATES

Save the date for these fun club activities and events. These dates are subject to change, so check your emails for the most up-to-date information!

- **Mar 20th** **Club Email and Video**
Roly Poly Spring Cookie Tutorial Video
Finding the Right Bag and Box Fit)
- **Apr 4th** **Coffee & Cookies** with Anne & The Flour Box Team
- **Apr 20th** **Club Email and Video**
Teacher Appreciation Cookie Tutorial Video
Elevated Cookie Packaging & Cost)
- **Apr 28th** **Sweetest Cookie Exchange** (Deadline to sign up)
- **May 12th** **Last day to SHIP** Exchange cookies
- **May 20th** **Club Email and Video**
Graduation Cookie Tutorial Video
Downloads and Creating Your Own Packaging

Don't forget the **New Spring Spotify Playlist** by Club DJ Tophers. Check the club emails for a link!