

# a note from Anne

**CLICK! Are you ready for a photoworthy fall cookie season?**

As cookie decorators, we create a beautiful, but edible art. With each cookie project, you probably snap a few photos of your cookies to remember your designs. And whether you're a business cookier or hobby decorator, you probably want to show others what you've made. This Fall season we are going to explore how to preserve and promote our cookies in photo form!

Creating the photos can be almost as artful and fulfilling as creating the cookies! With this box you'll find some fun, creative, and practical photo props to enhance your cookie photos. In your exclusive club tutorials, we will also be exploring lighting, photo editing, and 'the gear'! You'll find some exciting, 'exclusive' club giveaways, too!

What makes photography the most fun - a super cute subject of course! And your box cutters will provide plenty of cozy fall cookie inspiration! The cutters featured in this Fall box might be some of my favorites to make...and photograph!

This season, we are bringing back our Club Coffee Date! And, are you ready for a brand new club activity? Let's play some COOKIE BINGO! Check out the details in this brochure!

Happy Decorating,

Anne

P.S. Check out your exclusive Club Exclusive Coupons. You have **THREE ways to save** this fall!



## 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](http://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](mailto:hello@flourbox.com) for assistance!

### SPECIAL CLUB SAVINGS! 3 ways to save!

Enjoy **FREE SHIPPING** on one order on [www.flourbox.com](http://www.flourbox.com) with code **'CLUBFREESHIP'**

**MORE Bonus Savings!** Save **20%** on an Arkon Cookie Mount on [www.arkon.com](http://www.arkon.com) with code **'FLOURBOX'**

**Bonus savings! SAVE \$20 on this bundle!**

Enjoy a 'Black Friday' style discount on the Cookie Countess Airbrush System, Stencil Genie, and the NEW Genie Positioning Plate. This bundle is exclusively for members. It can be found in the 'Clubhouse Shop' on the Flour Box Club Member product page. No coupon code needed, but you will need to log into your account first before purchasing any club-only products like this bundle.



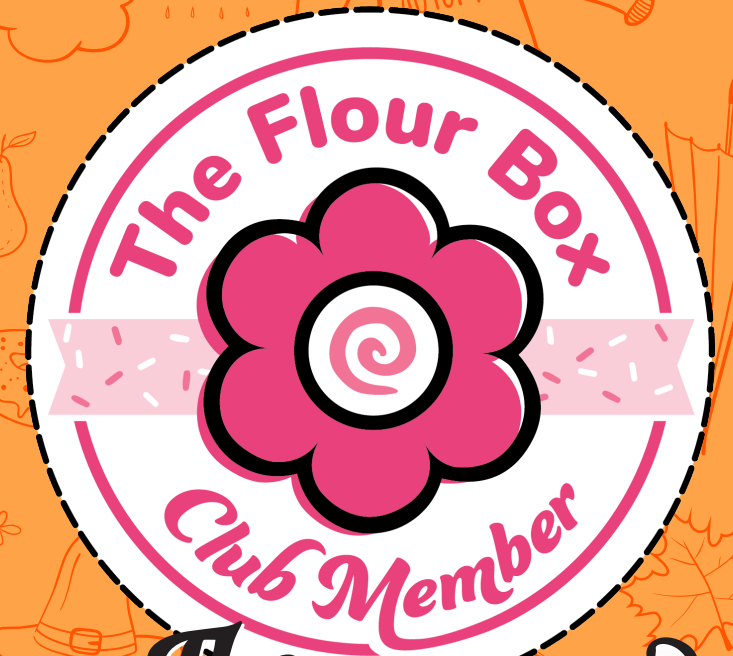
Bundle Your Savings  
**Airbrush • Stencil Genie • NEW Positioning Plate**  
**Save \$20!**

### WHEN DOES MY NEXT BOX SHIP?

Your next box ships **NOVEMBER 15th!** Please note: The Winter Box is coming a month early! We want to get it into your hands so you can enjoy it before the holiday hustle and bustle begins.

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](http://www.flourbox.com).



# The Sweetest Club Around!

# Fall 2023

[flourbox.com](http://flourbox.com) | [hello@flourbox.com](mailto:hello@flourbox.com)

[Instagram](https://www.instagram.com/theflourboxshop) [Facebook](https://www.facebook.com/theflourboxshop) @theflourboxshop

# in your fall box

This season's theme is PHOTOGRAPHY! Say Cheese! Let's explore it all this fall! Is unpacking your box a highlight of each season...jump in!

**FOUR new EXCLUSIVE mini fall cookie cutters** - Mini Sweater, Mini Football, Mini Pumpkin, and Mini Latte

**THREE new EXCLUSIVE Boo Crew themed cutters** - Wide Pumpkin, Cute Ghost, and Spider with Hat

**ONE new EXCLUSIVE Scarecrow Multi Cutter** - make cute cookie sets!

**ONE new EXCLUSIVE Scattered Leaves stencil** - Airbrush, Stencil, and Make "Confetti" with this new stencil design.

**Wilton Autumn Sprinkle Mix Jar** - Featuring 6 cells of gorgeous fall sprinkles - shapes, sanding sugar, nonpareils, and jimmies.

**FREE DIGITAL DOWNLOAD** - Find a FREE Decorating Guide for all EIGHT new cutters on the Flour Box Club Dashboard and in the Sept 20th Club email.

This guide has step-by-step photos and instructions for decorating each cookie!

**THREE new Flour Box Ingredient Clips** - Keep your cookie ingredients fresh with Flour Box Ingredient Clips! You'll smile every time you grab the sugar!

**Flour Box Cookie Tray** - This acacia wood Cookie Tray is the perfect size to feature 1-2 large/regular cookies or 3-5 mini cookies in your photos!

**BOO Garland** - Add a colorful pop and texture to cookie photos with this beaded garland. And when the photos are all taken - drape it along your mantle!

**Plaid Kitchen Tea Towel** - A perfect fall photo backdrop featuring shades of taupe, pumpkin, sage.

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



## COOKIE TUTORIAL LINK

Learn how to use the cutters and stencil in this Club box using the video on the Flour Box Club Dashboard! You'll find a step-by-step tutorial of all EIGHT cutters. Plus, get all the latest club news! Access the private, club-only video on the Flour Box Club Dashboard via the link below or the QR code!

<https://flourbox.com/blogs/flour-box-club>



# This season's theme:

# photography

## COOKIE PHOTOGRAPHY BASICS



### 1. PHOTO STAGING:

Arrange cookies with the feature cookie as the focal point of the photo. Use simple props (you might be surprised what you can find in your house) to create interest, fill in negative space, and draw the eye to the photo. Learn more with the Sept 20th Club tutorial.

### 2. LIGHTING:

Natural light is best. Find a window that has a soft light (avoid harsh bright light that creates dramatic shadows). Arrange cookies with the light coming in the back or at the side. Use a reflector, or white poster board, to brighten the photo. Have a lack of natural light, consider a large, soft light source like a ring light with an adjustable setting. Learn more with the Oct 20th Club tutorial.

### 3. THE GEAR:

Get by with a little help from a few, affordable pieces of gear. A ring light for brighter photos. A phone mount or tripod for still photos and cookie videos. And a basic photo editing program like PicMonkey, LightRoom, or the standard edit program from your phone/laptop will help reduce shadows, adjust color temperature, and increase brightness, and crispness! Learn more with the Nov 5th Club tutorial.

## COOKIE BINGO!

In your Fall Club box, you'll find a Cookie Bingo Card! Bingo will kick off on Sept 25th.

Each card is unique and there will be one winner! We will post one photo per day on the Flour Box Instagram and Facebook Accounts (@theflourboxshop) until we get bingo. Don't use social media? Daily photos will also be updated on the Flour Box Club Dashboard. Mark the squares on your bingo card to get FIVE IN A ROW (row, column or diagonal). Email a photo of the card when you get bingo. The first person to get BINGO and email a photo of their card wins an ARKON COOKIE MOUNT! \*We will email the club once the contest is closed and the winner is announced!

## Flour Box Club Fall Bingo



## FALL CLUB SCHEDULE - SAVE THE DATES!

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



SEPT 20

**CLUB EMAIL & VIDEO**  
• Boo Crew Cookie Tutorial Video  
• Staging Your Cookie Photos



SEPT 25

**COOKIE BINGO KICK-OFF**



OCT 14

**COFFEE AND COOKIES WITH ANNE & TOPH**  
• Have coffee with club members  
• Get the inside scoop on what's happening at Flour Box  
• Live cookie demo - cookie flipping!  
• Registration link in Sept 20th Club email!



OCT 20

**CLUB EMAIL & VIDEO**  
• Mini Fall Cookie Tutorial Video  
• Photo Lighting and Editing Basics



NOV 05

**CLUB EMAIL AND VIDEO\***  
• Scarecrow Cookie Set Tutorial Video  
• Photography gear

\*Due to the Winter box shipping early on Nov 15th, the 3rd video in the Fall series will be sent early!