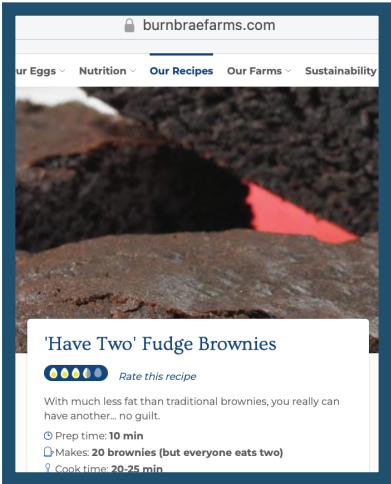




# How Citizen Relations & HomeBaker partnered to create an innovative and delicious baking event for Burnbrae Farms

## The Event

Citizens Relations was consigned to create innovative Christmas gifts for 100 Burnbrae consumers using Burnbrae recipes and Burnbrae ingredients.



## The Ask

Citizen Relations was looking to partner with a company to use Burnbrae recipes and promote Burnbrae eggs. Since it was close to the Christmas Holiday season, they wanted to make the products ‘Christmassy’ without isolating those who do not celebrate Christmas. The final product was to be neat, minimize waste, easy to use and visually appealing.



## The Solution

HomeBaker simplified the Burnbrae “Have 2 Fudge Brownie” Recipe from the Burnbrae website to make it a “One bowl recipe”. Furthermore, to ensure minimum waste, HomeBaker packed the recipe in Mason Jars which could be reused. Finally, to minimize shipping costs for Citizen Relations and Burnbrae, HomeBaker sourced FDA approved Plastic Mason Jars which were lightweight and resistant.

HomeBaker added in Blue+White colored sprinkles to highlight the Burnbrae logo, and Green+Red sprinkles to get the bakers into the Christmas spirit.

## The Response

The Response was extremely positive from both Burnbrae and it’s consumers. Bakers sent direct messages to Burnbrae with photos of the experience and even uploaded it on their Instagram stories.



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