

# Cherrybrook Kitchen™

Sweet Treats News

Welcome to the FIRST issue of Cherrybrook Kitchen's e-newsletter "Sweet Treats News"! We are very excited to provide what we know will be a great resource for special offers, baking tips, industry news and much, much more!

## Special Promotion



### **BUY 3 GET 1 FREE!**

Buy any three mixes and receive a 4th mix of your choice FREE!

Simply purchase online at [www.cherrybrookkitchen.com](http://www.cherrybrookkitchen.com) and enter the word "three" at checkout

Please note: Your free mix will appear as a discount when you receive your email confirmation.

Offer Good until February 28, 2006. Not to be combined with any other offer.

## Baking Corner



Do you have a great recipe that puts a spin on a Cherrybrook Kitchen cake or cookie mix? Simply email us at [news@cherrybrookkitchen.com](mailto:news@cherrybrookkitchen.com) and put the words "recipe" in the title. If we publish your recipe, we'll send you 2 free mixes of your choice!

Here is something that we came up with for a yummy breakfast treat using our yellow cake mix:

## **Banana Coffee Cake with Crumb Topping** (dairy free, egg free, nut free)

### **Topping:**

3/4 C flour  
1/2 C brown sugar  
1 Tbs. cinnamon  
6 Tbs. margarine

### **Cake:**

1 box of Cherrybrook Kitchen yellow cake mix  
3/4 C water  
3 medium ripe bananas-mashed  
4 Tbs. margarine, melted  
1 tsp. cinnamon

### **Directions:**

Preheat oven to 350 degrees. Spray a 9" X 9" pan with cooking spray. Mix first 4 topping ingredients, and cut in margarine to make crumbs. In a large mixing bowl, combine mashed bananas, melted margarine, cinnamon and cake mix. Batter will be fairly thick. Spread into pan and cover with topping. Bake 35-40 minutes or until a toothpick inserted into the center comes out clean.

**ENJOY!**

**Makes 12 servings**

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## **CBK In the Press**

Cherrybrook Kitchen is happy to report that we will be featured in the following magazines in March:

Boston Magazine--March issue  
Guidepost Magazine--April Issue



To view all of the press we have received, please visit the [In the Press](#) section of our website!

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## **Allergy Allert**

**Dunkin Hines cake mixes have been reformulated and now contain DAIRY.** Duncan Hines, formerly owned by Procter & Gamble, was recently sold to the Cherry Hill, N.J.-based Pinnacle Foods Corporation. Though Kelley Maggs, a Pinnacle Foods senior vice president, recognized that the change will affect certain consumers, he ultimately defended the move, arguing that adding dairy products is likely to improve the overall quality and marketability of the mixes.

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## Fan Mail



Do you have a story you'd like to share about your experience with Cherrybrook Kitchen mixes? Visit our [customer comments](#) page and let us know what you think! We love to hear from you!

Here's a great email we received from Sheri B.:

**"We made the chocolate chip cookies today. Staci was thrilled. Her first comment after her first taste was, "So this is what a chocolate chip cookie tastes like. mmm, tasty!" Thank you for a wonderful and safe product!"**

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## Photo Contest

### **A photo speaks a thousand words!**

Send in a photo and a story of your experience with Cherrybrook Kitchen and you could win your choice of an original variety pack or wheat free/gluten free variety pack and a Cherrybrook Kitchen tee shirt! [Click here](#) for details and to see our previous winners!



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## Join Our Team

### **Become a Cherrybrook Kitchen Demonstrator!**

Cherrybrook Kitchen is growing rapidly and we are on the lookout for nationwide grocery and health food store demonstrators. Who better to demo our products than a loyal customer? You know the product and understand the needs of a food allergic consumer better than anyone!

### **Here is what we are looking for:**

- Enthusiastic demonstrators who know and love our products!
- Outgoing and friendly with the ability to stand and present to a group for approximately 4 hrs.
- Must engage in consumer interaction while portraying a good brand image.

Demonstrators can choose to be paid a flat demonstration fee OR receive FREE product.

If you are interested in joining the Cherrybrook Kitchen Demo Team, please email us at [marketing@cherrybrookkitchen.com](mailto:marketing@cherrybrookkitchen.com) and reference "demonstrator" in the subject line of your email. Please include:

1. Name
2. Address
3. Phone number
4. Cities/state(s) you would be available to work
5. Why you would like to become a Cherrybrook Kitchen demonstrator

We will review your information and send you a short questionnaire to complete. Thank you for your interest!

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**Ssshhh! don't tell anyone...**

You asked for new products and we were listening! We are happy to announce that we will be launching three new mixes in March! Look for an email soon with all the details. Let's just say that your breakfast will be a little tastier and all the chocolate lovers will have another yummy treat that is sure to please...

**Cherrybrook Kitchen™**

**The Sweet Solution for Food Allergies**

[www.cherrybrookkitchen.com](http://www.cherrybrookkitchen.com)

1-866-I-LUV-CBK