

Breville

MEDIA RELEASE

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Breville launches partnership with YouTube baking queen just in time for Christmas

Baking dreams can come true this Christmas with a new partnership announced by Breville.

Ann Reardon from Australia's most popular YouTube baking channel – *How to Cook That* – has created the ultimate gingerbread house kit exclusively for Breville as a gift with purchase for the festive season. The kit is available from November 1 with the Breville Scraper Mixer Twin™ (BEM820), while stocks last, and is valued at \$200 rrp.

Filled with high-grade silicone moulds, baking accessories, decorating supplies and the Multi Measure™ (BSK200) kitchen scales by Breville, baking fans of all skill levels can create three different gingerbread houses designed by Ann Reardon, with her recipes and decorating videos available on Breville's recipe website www.foodthinkers.com.au from November 1.



“Breville is absolutely delighted to be working with Ann Reardon,” said Naomi Scesny, Breville category manager - food preparation. “It is a collaboration between two passionate baking brands.

“What’s unique about this promotion is the fact that not only do you get high quality equipment to help make three great houses, but Ann has filmed three different tutorials to make it easy for home cooks to recreate what she has made.

“Bakers will be enchanted by how they can bring each house to life with dragons, unicorns, rainbows and fireworks through augmented reality using a free download of the How to Cook That Surprise Cakes App on an iPhone, iPad and iPod Touch. It’s a truly distinctive offering and will delight everyone who experiences it.”

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“How to Cook That is an inspirational YouTube channel for any keen baker and cake decorator, attracting more than 810,000 subscribers and millions of views every month. Being involved with Ann will open up many opportunities for Breville, our consumers and retailer partners,” commented Scesny.

Ann Reardon is a self-confessed fan of amazing desserts, cakes and chocolate, the popularity of *How to Cook That* has taken her around the world with Google as a major influencer on YouTube. A food scientist, dietician, wife and mum, Ann has been using Breville products in her inspiring kitchen, which can be seen in videos on [YouTube](#).

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