



## BRINGING THE BAKE OFF TO YOUR HOME

### OFFICIAL: THE GREAT BRITISH BAKE OFF SUBSCRIPTION BOX ANNOUNCED

After years of watching the country's top amateur bakers battle it out under the watchful eyes of GBBO judging royalty, it's now time for you to experience the show beyond the screen with your very own baking challenge.

Available to pre-order now, **The Bake Off Box** is a monthly subscription service that delivers a recipe, specially developed by the team of baking experts behind the show, direct to your door. Starting from February, each month subscribers will receive an official recipe, along with carefully sourced dry ingredients and a unique, collectable piece of GBBO equipment, all contained within a beautifully designed box. From each box sold, 50p will be donated to Stand Up To Cancer<sup>[1]</sup>, the charity campaign The Great British Bake Off supports through its series of celebrity specials.

The recipes featured will be suitable for all skill levels – whether you're new to baking or a seasoned expert. The recipes have been developed by the Bake Off's own home economists and the ingredients expertly chosen to marry perfectly with each month's bake. The Bake Off Box is the perfect excuse to have some fun, hone your skills, try something new and even get the kids involved.

Each recipe will include a collectable recipe card featuring photography to demonstrate each stage of the bake (or a particular technique), helping you create a bake worthy of a Star Baker. The boxes include pre-portioned and carefully weighed dry ingredients from handpicked suppliers, saving on time and waste, along with a checklist for the fresh ingredients needed to

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[1] A joint initiative between Channel4 and Cancer Research UK, Stand Up To Cancer is a fundraising campaign that brings the UK together to speed up progress in life-saving cancer research.

complete the bake. Each box will also include a bespoke piece of baking equipment, specially designed for The Bake Off Box.

This year the UK has seen a boom in home baking, with The Grocer Home Baking Category Report<sup>[2]</sup> noting a 20.5% increase in frequency in the purchase of home baking items compared to 2019. With this renewed love of baking flourishing, The Bake Off Box makes the perfect Christmas gift or even just a treat for yourself. With three subscription options available: a rolling monthly subscription (£19.99 per month), a 3-month bundle (£59.97), or a 6-month bundle (£119.94) – the choice is yours. Those looking to gift The Bake Off Box will receive a personalised digital gift certificate to either be printed at home or forwarded on to the gift recipient.

**Becca Watson, Home Economist for GBBO, said:** “We know how many are inspired to bake when the show is on air. The Bake Off Box takes that one step further, delivering the recipes direct to your door, so that everyone can join in, test their skills and get a taste of what they see on screen. We have spent a while developing the best recipes for you to bake at home, drawing on the know-how acquired over many seasons of GBBO and sourcing the best ingredients, so that, free from the time constraints of the tent, you can treat friends and family to bakes which are aspirational, yet achievable in the comfort of your own kitchen”.

**Matthew Hopkins, Founder and Managing Director, Great British Exchange, said:** “Working closely with the team at Love Productions over the past 18 months, we’ve developed a subscription box which we all believe is a true celebration of GBBO and gives fans of the show the opportunity to take Bake Off from their sitting room into their kitchen”.

Pre-orders are being taken now, with delivery of the first box commencing in February 2021. Limited numbers available. For more information and to place your order, visit [The Bake Off Box website](#).

The Bake Off Box is brought to you by The Great British Exchange, under license from Love Productions, producers of The Great British Bake Off. To find out more visit [www.theqbexchange.com](http://www.theqbexchange.com).

**For updates, inspiration and more, be sure to follow @bakeoffbox on  
Facebook and Instagram**

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[2] The Grocer Home Baking Category Report 2020



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