



CASE STUDY: **SEMINAR TREATS**

SEE HOW WE CAN HELP YOU BUILD YOUR NEXT PROMOTION

An insurance agency was looking for a food item that their 500 attendees could enjoy during a virtual seminar. They wanted the gift to include gourmet chocolate that would pair well with a wine that they were sending to the attendees to enjoy. They also wanted the packaging to be reusable after the treat was enjoyed.

The customer sent Maple Ridge Farms gift cards for a wine shop, and selected a red reusable magnetic gift box filled with cocoa dusted truffles and chocolate sea salt caramels from Maple Ridge Farms. The feedback was positive in two ways: First, the customer got exactly what they were looking for and received a great response from attendees. Second, the attendees also noted that the gift boxes were handy for holding pens and notes during and after the seminar.



CHALLENGE

An insurance agency wanted to send a gourmet treat that paired with a wine gift card to virtual seminar attendees.



SOLUTION

The agency selected a reusable magnetic gift box with cocoa dusted truffles and chocolate sea salt caramels from Maple Ridge Farms.



RESULTS

Attendees loved the wine and chocolate pairing, and were able to reuse the box to hold pens and notes.