

Flavors too good to share.



Cosmic Crisp® Apples and Bob's Red Mill Partner for "Sweet Together" Promotion; Kathryn Grandy Comments

Tuesday, Nov. 7th, 2023



by *Lilian Diep* (/author/lilian-diep)

Taylor Farms, Caesar Salad Mini Chopped Kit, Trailer



VOLUME: A horizontal volume control slider with a green circular knob positioned at approximately one-third of the way across the line.

YAKIMA, WA - Fall baking is sweeping through the kitchens and social media feeds, and Cosmic Crisp® is ensuring the party doesn't stop with its newest partner. The brand **teamed up with Bob's Red Mill** to host a fall baking giveaway and inspire consumers with recipes featuring both brands.



Kathryn Grandy, Chief Marketing Officer, Proprietary Variety Management

“This promotion celebrated our favorite time of year—the **Cosmic Crisp apple harvest and the official start of the fall baking season**,” said Kathryn Grandy, Chief Marketing Officer for Proprietary Variety Management, the company representing Cosmic Crisp's consumer marketing. “It was a delight to see our brand and Bob's Red Mill come together to treat consumers with this amazing giveaway and deliciously memorable recipes (<https://cosmiccrisp.com/recipes/>). The pairing could not have been any sweeter!”

To celebrate this sweet season, Cosmic Crisp and Bob's Red Mill paired up for a *Sweeter Together* promotion, which collected nearly 432,000 entries and garnered **over 1.1 million social media impressions**.

One lucky fan won a grand prize pack including an Ankarsrum original stand mixer, a Cosmic Crisp branded cutting board, apples, plus a selection of Bob's Red Mill products. Two other fans will win a Finex cast iron pan, Cosmic Crisp swag, apples,

and a variety of Bob's Red Mill products.



Cosmic Crisp® teamed up with Bob's Red Mill to host a fall baking giveaway and inspire consumers with its "Sweeter Together" promotion

Adding more baking inspiration and boosting the visibility of the *Sweeter Together* giveaway was an influencer **partnership with Maria Koutsoginannis of Food by Maria**. Koutsoginannis shared a Pumpkin Apple Fritter recipe featuring Cosmic Crisp with 515,000 followers on Instagram and nearly 230,000 on TikTok. The posts earned thousands of engagements and drove hundreds of fans to enter the giveaway.

More details can be found here (<https://www.prnewswire.com/news-releases/cosmic-crisp-apples--bobs-red-mill-celebrate-the-start-of-baking-season-with-sweeter-together-promotion-301980507.html>).

The season is only going to keep getting sweeter as we bring more news from the fresh produce industry.

Cosmic Crisp® (<https://cosmiccrisp.com/>)

Apples (/category/apples) Cosmic Crisp (/company/cosmic-crisp)

Cosmic Crisp® Apples (/product/cosmic-crispr-apples) Bob's Red Mill (/general-tag/bobs-red-mill)

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Sweeter Together (/general-tag/sweeter-together) Promotion (/general-tag/promotion) Fall (/general-tag/fall)

Baking

(/general-tag/baking)

Social Media

(/general-tag/social-media)

Recipes

(/general-tag/recipes)

Kathryn Grandy

(/people/kathryn-grandy)

COMPANIES IN THIS STORY



Cosmic Crisp

(/company/cosmic-crisp)

The Cosmic Crisp® apple is the remarkable result of 20 years of study and research by Washington State University's world...

(/company/cosmic-crisp)

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