



Press Release

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Helping Bakeries RISE Beekman 1802 and RBA Partner to Keep Dough Local

(TINLEY PARK, IL – September 2020) In 2020, self-care needs to include quality lifestyle products and COOKIES. That is why [Beekman 1802](#) and the [Retail Bakers of America](#) (RBA) have teamed up to provide smiles to their customers, members, and partners.

This Fall Beekman 1802 launched their new probiotic skincare products in over 400 Ulta stores across the country. In its big moment, one that Beekman 1802 spent over a year planning, COVID 19 hit and partially diminished the marketing plans including in-store events. But like so many other independent businesses, they understood the impact and made the decision to pivot to the positive.

“Rather than be depressed about the situation, we decided to try to do something constructive. We decided to take the marketing dollars we would have spent traveling around to visit the stores and use them to benefit more small businesses.” said Dr. Brent Ridge, co-founder of Beekman 1802. “Because our beauty products ‘deliver the milk’, we thought it would be fun to deliver a little bit of kindness to the retail workers in the stores by delivering cookies to them.”

There is no better comfort food combo than cookies and milk! The Beekman 1802 team reached out the Retail Bakers of America to help them achieve their goal of ordering cookies from local, retail bakeries. For over 100 years the RBA, a not-for-profit trade association, has been committed to the success of the retail baking industry. The RBA didn’t hesitate in helping Beekman 1802 find bakeries all across the country.

“Retail bakeries are a vital piece to a local economy, and this past year has been a true test for any bakery owner.” said Bernadette Shanahan-Haas, Executive Director of the Retail Bakers of America, “Our partnership with Beekman 1802 is the icing on the cake. It allows our association to celebrate the sweet success of our amazing bakeries by living our moto of keeping your ‘dough’ local!”

The out-of-the-cookie box thinking has allowed Beekman 1802 and the RBA an opportunity to provide local retail bakeries with new business, and at the same time introduce the employees of Ulta to a small business in their town that they may not be familiar with. We are stronger together and partnerships like this prove it.

To see some examples of the cookies, check out the Beekman 1802 FaceBook page...
<https://www.facebook.com/FabulousBeekmanBoys/>

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