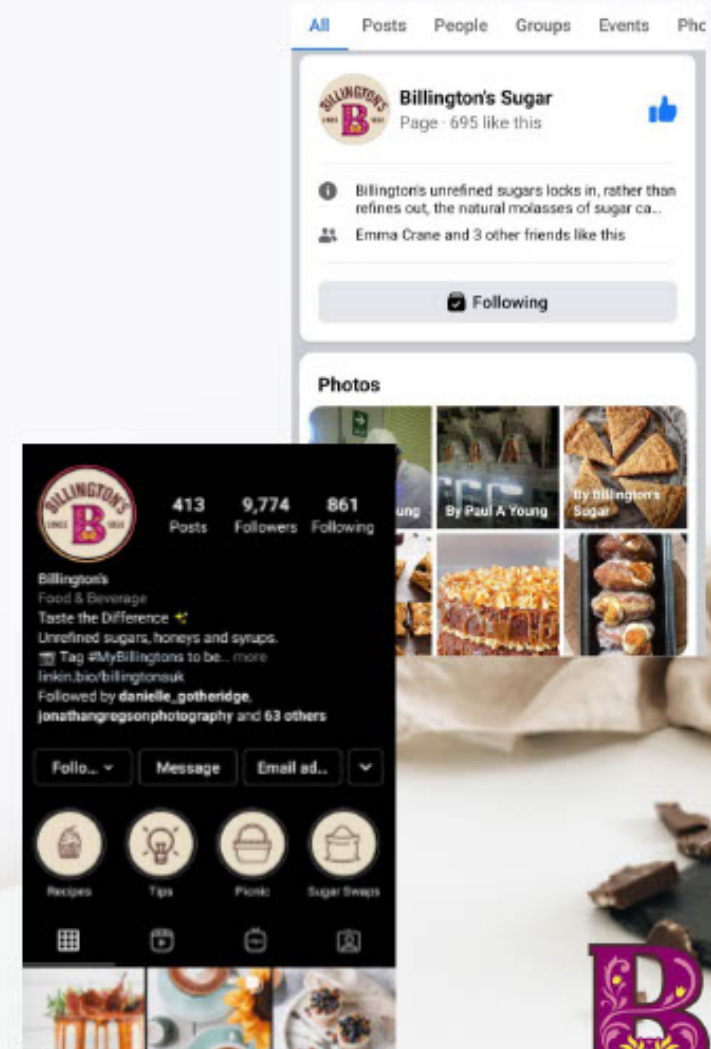


Baking Mad

Our Baking Mad digital channels give bakers the tools so they're free to **bake their way.**

Recipe ideas, information, advice on ingredients and access to each other. Somewhere to share the proud messes & successes, somewhere to inspire each other, and find your next moment of baking joy.



communication's activity objective

Demonstrate to confident foodies how Billington's Sugars can make a real difference to coffee and bakes at the London coffee festival, driving engagement on social media channels.



The concept ...

Capture the attention of coffee aficionados and at home coffee makers by Taking them on a journey of flavour and educating them that not all coffees are created equal, demonstrating The superior taste that only Billington's sugars can bring to your table.

Built around the concept of #coffeeandcake we created an Instagram-worthy, Billington's 'B' signature wall, fully loaded with Lily Vanilli original molasses salted caramel donuts.

We invited trade and consumers alike to enjoy a coffee from the bar, and a cake aka donut from our wall and all they had to do was share their experience on social

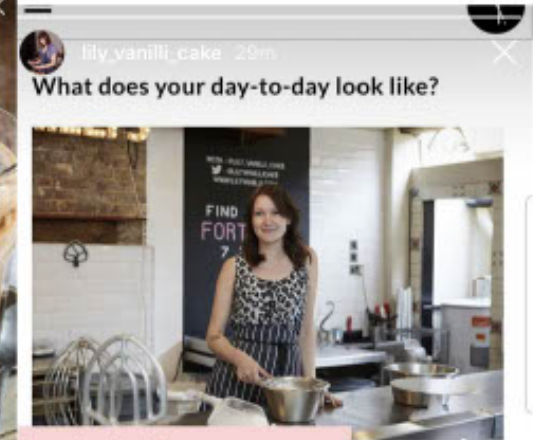








Lily Vanilli
70.9k



Article up on [@abouttimemag](#) different at not for work. So far, this year, each week has been



story >



[@billingtonsugar](#) I'm really obsessed with the new Billington's range and I'm not just saying that! Their caster and icing sugars are literally golden - they glisten and shine and you can really taste the caramel and molasses in them. I use them in everything now and they've completely transformed my bakery. The molasses I've used in the donuts for the weekend has this wonderful almost bitter depth of flavour that's amazing in the caramel (with plenty of sea salt). They have a range of Barista Sugars now, too, which I use in the cafe. Sorry I'm a bit obsessed, as a baker sugar is really important, and this sugar is the best around.

How do you take your coffee?

I stopped drinking coffee today! (chug it, non-stop) a few days ago. It's a real treat. I've been drinking this mocha today!

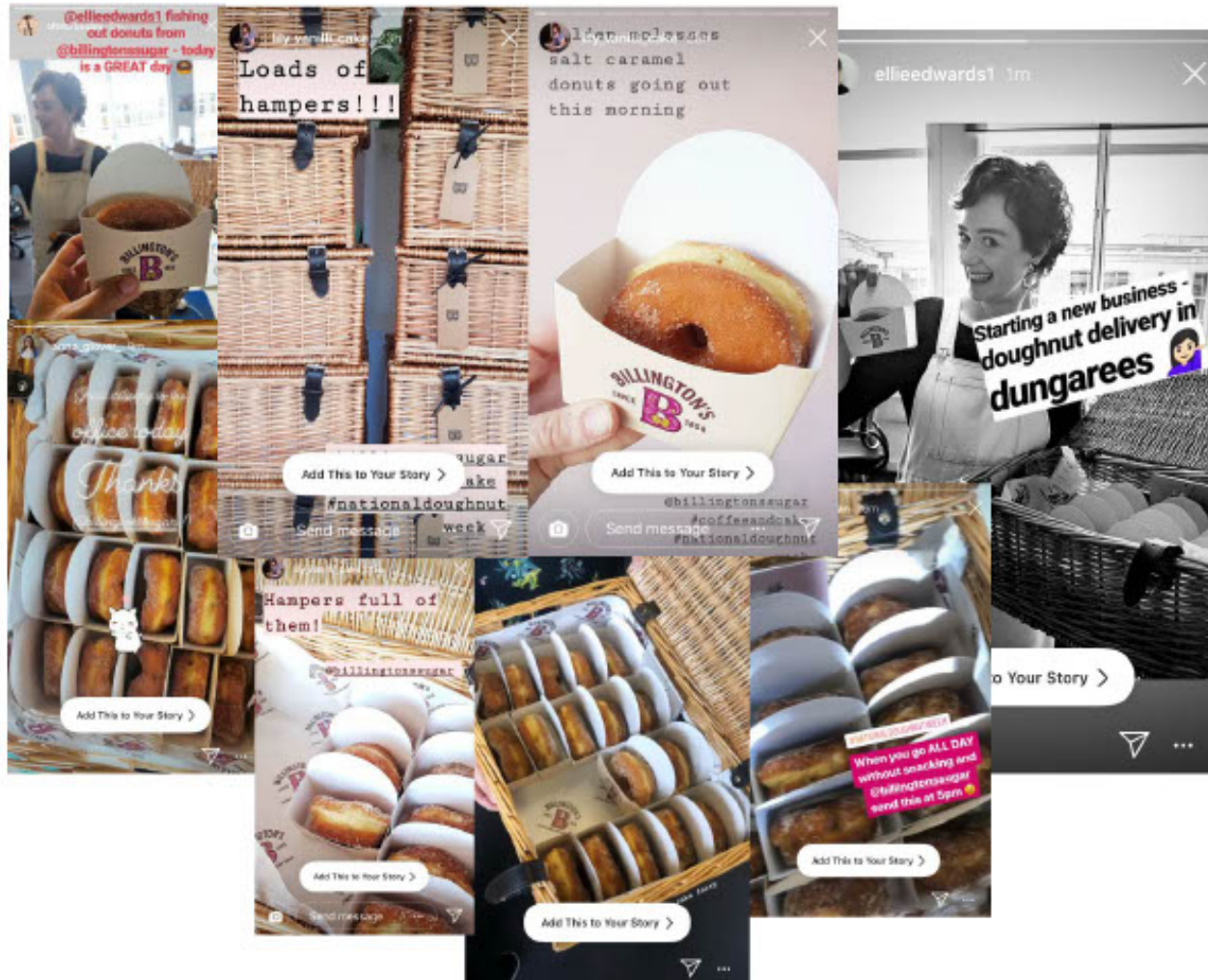
What's your favourite place for coffee in London?

the next - but at the London Coffee Festival we're building a giant weekend, piped full of donuts (which is insanely delicious). [@billingtonsugar](#) recipes





National Donut week mailer



Following the success of our salted caramel molasses donuts at the London Coffee Festival, we decided to surprise press with a donut delivery, all in the name of national donut week!

280 donuts

Delivered to 14 different media houses

Reaching 220k



communication's activity objective

utilise talent to Demonstrate to confident foodies that there's no going back to other brands once you have tried Billington's Sugars.

The concept ...

Many a celebrity chef and baker use and love our Billington's sugars and for them there's already 'no going back from Billington's'. Let's get them to recall that magical moment they first had a Billington's experience and share it with our confident foodie audience to inspire them to have theirs.

#theresnogoingback saw four Billington's superfans create the recipe they first used Billington's in in a recipe video tutorial hosted on the Billington's website. They then produced snappy video and image content including bloopers, an intimate interview about their first time and some shots of them in the kitchen which was seeded across social media.

Cosnumers were then able to head to Billington's website to get their hands on the recipe, coik along with the recipe tutorial video and be in with a chance to claim one of 500 first time packs.



Billington's recipes

Golden caster



Baked churros



Banana chocolate chip muffins



Chocolate orange cake

Light muscovado



Gingerbread men



Carrot cake traybake



Cookies in a Jar

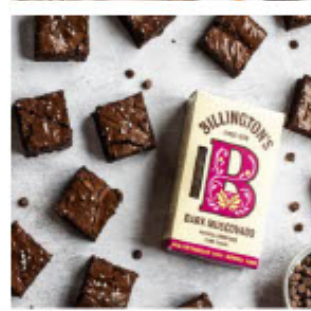
Dark muscovado



Chocolate bombs



Vegan fruit cake



Ultimate chocolate brownie

Molasses & golden Icing



Salted caramel 3 ways



Salted caramel Stuffed brownies



Buttercream

