

WEBSITE BLURB

Meet Cherry Almond.

Celebrate the Spring season with our new Cherry Almond cake and cupcakes. Our new desserts reimagine the nostalgic recipe for a new era.

Indulge in a cherry-vanilla cake frosted with almond buttercream topped with almond shavings and maraschino cherries. Every bite offers a tart, creamy and delectable surprise.

Now available in all our locations. Pre-ordering nationwide starting April 1.

[Learn more.](#)

Learn more links to the product description of Cherry Almond on Magnolia Bakery's website.

Photo description: Shows a single slice of Cherry Almond cake sitting on a plate with a fork alongside it. Features the interior of the cake, which is pink with maraschino cherry pieces. Also shows thick frosting and assorted toppings.

BLOG POST

Introducing Cherry Almond at Magnolia Bakery

New desserts have arrived at Magnolia Bakery. Inspired by the 1950s classic recipe, our Cherry Almond cake and cupcakes have been modernized for our 21st-century bakery.

“We wanted to create something that tasted nostalgic but aligned with Magnolia’s signature style,” said Bobbi Loyd, chief baking officer. “Cherry almond is one of those combinations that people remember years later, but we updated it to create something more balanced.”

The new cake and cupcakes are [now available](#) in all our locations. It will be available for [pre-order](#) nationwide starting April 1.

What’s in a bite?

Our Cherry Almond cake and cupcakes are crafted with a vanilla cake base mixed with tart cherry extract and maraschino cherry pieces. “Putting the cherries in the batter itself was an exciting addition that helped moisten the cake,” said Loyd.

Once baked and cooled, it’s frosted with our rich almond buttercream frosting. Finally, it's topped with almond shavings and maraschino cherries.

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“It comes together to be a delightfully rich cake,” said Loyd. “Each bite offers something different, whether it be the crunchy almonds or the juicy cherries.”

Please note: our Cherry Almond cake and cupcakes contain nut ingredients. [Read here](#) for the full nutritional breakdown.

It was a pit-fect match.

This story starts with Cheryl Heath, chief flavor curator, who grew up in the [“Cherry Capital of the World”](#), Traverse City, Michigan.

As Heath began baking in her youth, she took advantage of the area’s natural abundance of cherry varieties. “I remember visiting orchards and picking every kind of cherry there was,” said Heath. “Being able to experiment with so many different kinds, my options were endless!”

One of her favorite recipes was her mother’s cherry almond cake, a taste that still transports her back home with every bite. “That recipe was always a staple in my home,” Heath said. “It’s simple, but it has this really comforting flavor that stays with you.”

Heath was inspired to bring this recipe to our test kitchens in 2024, and it was unanimously approved by our team. “It was one of the easiest yeses we’ve had,” Heath said. “Everyone kept going back for another bite.”

Not your mom’s recipe.

The test kitchen team knew it had to update the recipe for modern appetites. This included replacing certain ingredients and adapting the recipe for a cupcake format.

“We had to find a balance between capturing the retro charm while also creating something that could compete in the baking world today,” said Heath.

The process took months of trial and error. “There were many variations that we tested,” said Head Mixer Danny Liu. “We tested and re-measured every ingredient to get it exact.”

A breakthrough occurred when Liu used beet powder to naturally accentuate the pink color of the batter. “It added the right amount of sweetness that wasn’t overwhelming,” said Liu. “Beet powder is also a [great source of fiber and potassium](#) that helped elevate this recipe to the next level.”

Perfect pairings.

Our flavor experts recommend pairing the Cherry Almond cake and cupcakes with coffee and fresh berries, such as raspberries and blueberries. “The bitterness of the coffee works really well to balance the sweetness of the cherries and bring out the nuttiness of the almonds,” said Heath.

It can also be enjoyed alongside other Magnolia Bakery favorites, including our [Pistachio](#) and [Hummingbird](#) cakes and cupcakes.

If you’re seeking an assorted dessert spread, pair it with our [Banana pudding](#) or [Blueberry Jamboree Icebox Bar](#). “Both those desserts offer a coolness that creates a fun contrast alongside a denser cake,” said Heath. “You can never go wrong with pairing fruits together either.”

From the kitchen to the page.

Our revamped Cherry Almond cake recipe is featured in the cookbook, [Magnolia Bakery: Ultimate Cake Cookbook](#). The recipe is among the 30 featured, which include our fan favorite [Confetti](#), Hummingbird and Pistachio cakes.

“We wanted to create one resource for all our classic recipes,” said Loyd. “It’s put together with the same love and care we provide when crafting our cake recipes.”

Our cake cookbook is an in-depth guide to baking cakes, featuring photographs, visual guides and a note-taking section for each recipe. It’s the perfect gift for every kind of baker looking to recreate our classic recipes from the comfort of their home.

Pre-order the cookbook [here](#), which will start shipping nationwide April 15.

What’s next?

Our test kitchen is hungry for new ideas and is seeking your help.

Have an idea you’d love to see on the menu? Share it with us by completing our [Taster Survey](#).

The bakery’s test kitchen regularly reviews submissions and explores new flavor combinations based on these suggestions. “Some of our top sellers were created based on customer suggestions,” said Loyd. “We owe a great deal to the feedback we receive.”

Our most recent addition based on customer feedback was our [German Chocolate Cake](#).

This blog will include three photos. The first photo will be between the first and second section and show both the Cherry Almond cake and cupcakes displayed on a red gingham tablecloth. The second photo will be right under the “pit-fect match” title, showing a portrait of Cheryl Heath. The last photo will be under the “kitchen to page” title, showing a photo of the cookbook sitting front-facing on a kitchen counter, surrounded by flour and an electric mixer.

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There are many links within this blog post as interior and outside links help boost SEO rankings and credibility for a page. Below is where all the links forward readers:

- “The new cake and cupcakes are now available in all our locations. It will be available for pre-order nationwide starting April 1.” **Now available takes readers to the Cherry Almond product description and pre-order takes readers to the pre-order registration page. Both are on Magnolia Bakery’s website.**
- “Read here for the full nutritional breakdown.” **Takes readers to the allergy awareness page which includes ingredient and calorie breakdown of Cherry Almond cake and cupcakes.**
- “This story starts with Cheryl Heath, chief flavor curator, who grew up in the “Cherry Capital of the World”, Traverse City, Michigan.” **Takes readers here: <https://www.traversecity.com/blog/post/celebrating-100-years-of-the-national-cherry-festival/#:~:text=Traverse%20City%20produces%2075%25%20of,days%20of%20cherry%2Dthemed%20revelry>.** Helps boost credibility for both the story and blog SEO.
- “Beet powder is also a great source of fiber and potassium that helped elevate this recipe to the next level.” **Same situation. Takes readers here: <https://health.clevelandclinic.org/the-health-benefits-of-beets>.**
- “It can also be enjoyed alongside other Magnolia Bakery favorites, including our Pistachio and Hummingbird cakes and cupcakes. If you’re seeking an assorted dessert spread, pair it with our Banana pudding or Blueberry Jamboree Icebox Bar. The recipe is among the 30 featured, which include our fan favorite Confetti, Hummingbird and Pistachio cakes. Our most recent addition based on customer feedback was our German Chocolate Cake.” **All these links take readers to the product description of the given products on Magnolia Bakery’s website.**
- “Our revamped Cherry Almond cake recipe is featured in the cookbook, Magnolia Bakery: Ultimate Cake Cookbook.” **Takes readers to cookbook product description.**
- “Pre-order the cookbook here, which will start shipping nationwide April 15.” **Takes readers to the pre-order registration page for the cookbook.**
- “Have an idea you’d love to see on the menu? Share it with us by completing our taster survey.” **Takes readers to survey on Magnolia Bakery’s website.**

NEWSLETTER ARTICLE

Cherry Almond Has Arrived

Spring just got sweeter at Magnolia Bakery. Our Cherry Almond cake and cupcakes are now available in all our locations.

Both desserts combine our classic vanilla cake with tart cherry extract and maraschino cherry pieces. It’s then frosted with almond buttercream frosting and topped with almond shavings and whole maraschino cherries. It’s the perfect treat to greet the season with!

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Pre-ordering for Cherry Almond begins April 1 nationwide.

[Learn more.](#)

I chose to not have a short version of this since it is straightforward what is being expressed. It is not any special event or initiative that would encourage a user to click for more details. The longer version I have is short. Also, focused on season instead of nostalgia for this one since it's likely a seasonal newsletter.

Photo description: Shows a Cherry Almond cupcake sitting on a dessert plate on an outdoor table in a garden outside, florals in background.

- Briefly recap who your intended audience was and what your goal was. Also, was the audience/goal the same for all three mediums?

The newsletter article will be sent digitally and target adults ranging in age from 30-45 who have busy lifestyles but remain actively engaged with companies that they care about. This target audience enjoys eating sweet treats in their down time. The blog post will target loyal customers who spend most of their time at home. Whether it be stay-at-home parents or remote workers, they can read the blog post while doing laundry or other tasks. For the website, the target audience will be newer customers or those learning more about the Magnolia Bakery brand. This audience is younger (20-35).

The goal for all mediums will be the same: to increase Magnolia's Bakery's profits and also position Magnolia Bakery as an innovative and relevant dessert producer. Through creating a new flavor, Magnolia Bakery is showing audiences that it listens to feedback and actively creates flavors that its audience are looking for.

- Explain how you wrote each of the three mediums differently. Did you use the same voice/personality or something different based on the medium?

For the website blurb, I tried using more descriptive language that came from a marketing perspective. For the blog post and newsletter article, I was still promotional but approached it from a more relaxed angle. Overall, however, Magnolia Bakery has a playful personality that I tried to capture within all the mediums.

- How do you think your website update, blog post and newsletter article encouraged two-way communication, engagement and relationship building with your intended audience? Did they all work the same or were they slightly different?

In all the mediums, I tried to encourage engagement and relationship building by providing links and answering any questions the reader had within the writing. Promoting a dessert item is already going to capture attention but making sure that users know Magnolia Bakery respects and understands both its recipes and its audience was important. Within the blog post, I dedicated the final section to allowing readers to submit their own baking ideas which directly encourages two-way communication.

- One is one thing you learned about websites, blogs and newsletters from completing this assignment.

I learned that understanding the medium before writing it is paramount. All the mediums are going to attract different types of consumers, and so the writing must cater to them. There were times when writing this that my website blurb and newsletter article were the same, but I tried to approach the newsletter from a more casual approach because someone subscribed to the

newsletter likely has a stronger relationship to the brand compared to someone who came across the blurb on the website.