



CASE STUDY

ELEVATING A GIFT INTO A SHARED EXPERIENCE

This brand activation transformed a holiday gift into a shared, interactive experience—uniting remote employees across the country and blending flavor, fun, and authentic connection into one unforgettable moment.

“The event didn’t just fill screens with gorgeous charcuterie—it created genuine moments of connection.”

BUILDING BONDS & BOARDS TOGETHER, COAST TO COAST

A financial service company was looking to elevate their holiday gifting experience by adding intention, interaction, and shared meaning. They envisioned something employees wouldn’t just receive, but experience together - a moment designed to be felt, remembered, and celebrated long after the event ended.

By partnering with their distributor and **Maple Ridge Farms**, a thoughtfully curated **choose-your-gift** program was created—allowing recipients to select from multiple Brand Activation experiences. Maple Ridge Farms’ offering won the crowd, earning the largest share of selections, with an overwhelming **28.6 %** chosen. What began as a gourmet gift evolved into a fully immersive, nationwide brand experience—bringing people together through flavor, creativity, and connection.

More than 400 custom charcuterie kits were shipped to employees across the country, each carefully curated with premium cheeses, meats, nuts, and sweets. A playful label—**“Please Refrigerate and Do Not Open Until the Event”**—sparked excitement and anticipation from the moment the boxes arrived.

The Maple Ridge Farms culinary team then hosted multiple live virtual sessions, guiding employees through a shared tasting and hands-on charcuterie-building experience—transforming individual gifts into a collective moment.

The result? A heartfelt, laughter-filled event that sparked connection, strengthened culture, and created a memorable touchpoint employees raved about.



MAPLE RIDGE FARMS™
America's Most Delicious Business Gifts™



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CHALLENGE

The client was seeking a fresh approach to holiday gifting—one that would:

- Spark joy and excitement
- Bring remote employees together
- Create a shared emotional experience
- Strengthen company culture and connection

They wanted a gift that extended beyond appreciation—creating resonance, meaning, and unity through genuine human connection.

SOLUTION

Maple Ridge Farms and their distributor crafted an immersive, multi-sensory brand experience that included:

- 400+ custom gourmet **“Feast in a Box”** kits shipped nationwide
- Premium cheeses, meats, nuts, and sweets curated for a guided tasting experience
- A playful **“Do Not Open”** label designed to build anticipation
- Three live virtual charcuterie-building sessions led by Maple Ridge Farms’ culinary team
- Interactive show-and-tell moments where participants shared their creations

The result was a thoughtfully guided experience—enhancing a beautifully crafted gift with connection, participation, and shared meaning.

RESULTS

The impact extended far beyond the event itself:

- Teams formed meaningful connections rarely possible in fully remote environments
- Participants shared stories, creativity, and laughter in real time
- Employees walked away with a positive emotional memory tied to their organization
- Company culture, goodwill, and loyalty were visibly strengthened

This wasn’t just a gift—it was a moment people will remember long after the last bite.

ELEVATE YOUR NEXT GIFTING INITIATIVE

Partner with Maple Ridge Farms to transform gourmet gifting into a strategic, joy-filled brand moment—where every bite, every laugh, and every shared experience reinforces what your company stands for.

