





Kellogg's breakfastware[™] Breakfast Lifestyle

Kellogg's breakfastware™ understands consumers eat breakfast AtHome, OnTheGo or AtTheOffice and aims to provide consumers with Information, Education, Products and Services, to help themselves to a Healthy Start to the day to Start Good. Feel Good.







AtHome

33% of people eat breakfast at home.

AtTheOffice

33% of people eat breakfast at the office.

OnTheGo

33% of people eat breakfast on the go.



Kellogg's breakfastware[™] Brand Rules

When designing for any aspect of the **Kellogg's** breakfast**ware**[™] brand please ensure that you sign off on all 5 brand rules.



Breakfast Related Products MUST be directly related to breakfast and breakfast lifestyle.



Focus on Health
Products MUST talk to
health. Where possible
this should be integrated
into product design,
functionality, packaging
and marketing.



Innovate for

Products MUST incorporate some level of innovation and newness in their design and functionality for modern day convenience.



Keep It Authentic Products MUST be authentic in pure functionality. Simplicity and convenience are key. Functionality is king.



Retro + Modern

Products must maintain
a retro-modern fusion in
look+feel and styling.
Materials, form, color,
mood and function to be
informed by this.











Mood

















Materials













An unexpected mix of retro and modern materials, finishes and surfaces that inspire touch.



Details and Finishing













Attention to retro detailing
Modern reinterpretation
Mixing materials and finishes
Grooved edge and pressed tin detailing
Retro moulding and classic finishing
Gentle rounded curve edging
Sleek and uncluttered



Color

CO MO YO KO

PALE CREAM
CERAMIC C2 M3 Y8 K0

BRIGHT RED PANTONE 199C CO M100 Y62 KO

RETRO GREEN PANTONE **S225-8** 220 **M**n **y**10 **k**0



Graphic Inspiration

















Graphic Application

The Graphic Direction for **Kellogg's** breakfast**ware**[™] bakeware is a harmonious fusion of retro and modern inspired by the Feel Good simplicity of a farmer mood.

01

Graphics speak for themselves with a sensitivity to placement, to create a sense of negative space throughout the range.

02

Graphics are uncomplicated and never over designed, with a purity and simplicity that represents the brand.

03

Graphics are used where appropriate to call out the form and functionality of product with utilitarian simplicity.

04

Graphics are used to create a warm 1920's kitchen mood and evoke a sense of nostalgia.

05

Graphics are used with scale only where appropriate.



The graphic direction is evocative of utilitarian simplicity and the warmth of a 1920's General Store kitchen with informative tips, measurement call-outs, wellbeing affirmations and ways to start the day well.

Graphic Direction

A Feel Good mood inspired by **Kellogg's** heritage of health.

CAKE

BREAD

MIX

LOAF

BAKE

BREAD BOX

HOMEBAKE

FRESHBAKE

HELP YOURSELF TO HEALTH™

START GOOD.FEEL GOOD™

14x3

8 INCH



Kellogg's HomeBake[™]

Each **HomeBake**[™] product features easy to use, nutritionally tested, exclusive **Kellogg's** recipes. These recipes are supported by a selection of utensils, equipment and accessories you need to bake them with ease. **HomeBake**[™] products are conveniently packaged in dual-function tins for best quality baking with lids that marry and lock for airtight storage - a modern approach to the old fashioned cake caddy.













Locking system for air-tight storage and portability

Cotton drill kitchen teatowel

Non-stick baking paper

Wooden spoon with angled head to allow for both scraping and mixing

Small ceramic mixing bowl and measuring cups containing pre-packaged **Kellogg's** ingredients

Rectangular baking tin with a removable lid for storage or portability

HomeBake[™] Concept

This portable baking kit is conveniently packaged in a dual-function tin for best quality baking with a removable lid that locks for air-tight storage. This kit also includes original **Kellogg's** recipes supported with pre-packaged **Kellogg's** ingredients for nutritional breakfast solutions that are supplied in portion controlled ceramic cups and bowls for health.













Pre-packed **Kellogg's** ingredients in resealable plastic storage sleeves

Ceramic mixing bowl with portion measurements containing pre-packed **Kellogg's** ingredients

Non-stick baking paper

Square bread tin with embossed detail

Craft labelling kit

Cotton drill Kellogg's graphic teatowel

HomeBake[™] Concept

Handy pre-packaged **Kellogg's** baking kits with individual ingredients for nutritional, healthy breakfast solutions, easy to follow recipes and nutritional information, a portion controlled ceramic mixing bowl for health, This bread kit comes with a quality kitchen teatowel, a square bread tin complete with lid for storage, and a craft labeling kit.













Dual function quality bread baking tin and portable storage box

Removable lid that locks for airtight storage

Wooden utensil set including wooden spoon, spatula, and measuring spoons

Wide handle for easy portability

Pre-packaged **Kellogg's** ingredients

Set of three graphic ceramic mixing bowls with portion measurements

HomeBake[™] Concept

This retro inspired portable baking kit is conveniently packaged in a dual-function tin for best quality baking with a removable lid that locks for airtight storage. This kit also includes pre-packed **Kellogg's** ingredients for nutritional, healthy breakfast solutions, a set of three retro portion controlled ceramic mixing bowls and a unique beech wood utensil set.













Cotton drill graphic Kellogg's kitchen teatowel

Small ceramic mixing bowl with lid containing pre-packaged **Kellogg's** ingredients

Ceramic measuring cup containing pre-packed **Kellogg's** ingredients

Medium ceramic mixing bowl with lid containing pre-packed **Kellogg's** ingredients

Non-stick baking paper

Round cake tin with embossed detai

Cake tin lid for retro inspired cake caddy storage

HomeBake[™] Concept

Handy baking kits with individual pre-packaged **Kellogg's** ingredients for nutritional, healthy breakfast solutions, easy to follow **Kellogg's** recipes with nutritional information and a ceramic measuring cup with portion call-outs. This cake kit comes with a quality **Kellogg's** kitchen teatowel and round cake tin complete with lid for storage.



Kellogg's BakeToGo™

BakeToGo™ introduces nutritional, healthy, home-baked solutions that are attractive to today's time poor consumer. Each BakeToGo™ product features easy to use, nutritionally tested exclusive Kellogg's recipes. These recipes are supported by handy pre-packaged Kellogg's ingredients, and are coupled with the utensils, equipment and accessories needed to bake with ease. BakeToGo™ products are conveniently packaged in lockable dual-function caddys and dispensers that combine storage and portability for convenience.

Included in the series are **BakeToGo™** Granola with portable caddy, **BakeToGo™** Breakfast Bars with portable breakfast bar dispenser, and **BakeToGo™** breads and muffins.













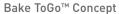
Cotton drill Kellogg's graphic napkin

Individual canisters with lid for storage, containing pre-packaged **Kellogg's** ingredients, lock together into handy portable caddy.

Individual canister with lid for storage and portion measurements

Non-stick printed baking paper

Ceramic pourer and measuring cup



Handy **Kellogg's** baking kits with individual pre-packaged ingredients for nutritional, healthy breakfast solutions, and easy to follow **Kellogg's** recipes with nutritional information. These kits all include **Kellogg's** napkins and come in a lockable, portable retro caddy for you to transport your homebaked granola with yoghurt, fruit and milk for convenience.



Kellogg's BakeForOne™

Kellogg's brings individuality and innovation to the tradition of baking with portion controlled personal baking solutions. Fusing accessible health and nutrition, with consumer individuality and the need for convenience and simplicity, **Kellogg's** introduces **BakeForOne**.

BakeForOne creates nutritional, healthy, home baked solutions that are tailored and personalised for the individual consumer. Each **BakeForOne** product is portion controlled for health and nutrition and allows you to enjoy under 5 grams of fat, with under 5 ingredients, prepared in less than 5 minutes. Pre-packaged **Kellogg's** ingredients are coupled with the utensils, equipment and accessories you need to bake with ease. **BakeForOne** products are conveniently packaged with individual **ForOne** tins for best quality baking and lockable dual-function caddys that combine storage and portability for convenience.













Dual function quality bread baking tir and portable storage box

Removable lid that locks for airtight storage

Pre-packaged Kellogg's ingredients

Non-stick **Kellogg's** graphic baking paper

Baking utensil set provided in glass storage jar with sealable lid

Locking mechanism with wide handle for airtight storage and easy portability

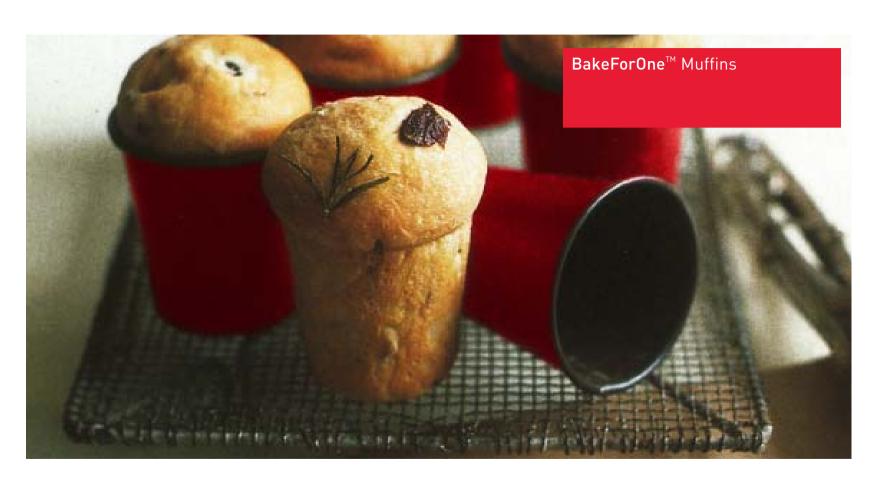
Individual ForOne bread baking tins with **Kellogg's** graphic baking liners

Set of three small ceramic mixing bowls with portion measurements

BakeForOne™ Concept

This handy **Kellogg's'** BakeForOne kit fuses accessible health and nutrition, with the need for convenience and simplicity. Bringing innovation to baking this is a portable storage box that can be conveniently used as a baking tin by removing the lid. The individual BakeForOne bread tins create a nutritional, healthy, home baked solution that is tailored and personalised for the individual consumer.















Wooden spoon with angled head to allow for both mixing and scraping

Cotton drill graphic kitchen apron

Pre-packed Kellogg's ingredients

Non-stick graphic baking paper and string

Individual graphic muffin tins with portion measurements

BakeForOne™ Concept

A unique pre-packaged muffin baking kit for a healthy breakfast alternative. Baking is made simple and convenient with these individual muffin baking tins with portion control measurements. The large tin canister becomes a reusable air-tight storage container. Customise the presentation of your muffins with graphic patterned baking paper and string.



Kellogg's Baking Giftware

Kellogg's introduces seasonal baking gift packs, perfect for any occasion. Thanksgiving, Christmas, and Mother's Day are all perfect opportunities to give these gifts to someone special. The essential Kellogg's ingredients come in the one handy pack, bringing back simplicity and convenience to the shopping and baking experience to make baking accessible and fun. Included in each pack is an exclusive retro Kellogg's kitchen textile, individually pre-packaged Kellogg's ingredients, and the necessary utensils or accessories to bake with ease. Kellogg's Baking Giftware is about feeling good by coming together and celebrating over food.



Thanksgiving Bread Baking Kit













Baking Giftware Concept
Thanksgiving bread baking kit includes small individual bread tins, a wooden spoon, exclusive retro teatowels, various Kellogg's recipe cards and pre-packaged Kellogg's ingredients suited to an array of recipes exclusive to Kellogg's. A craft labelling kit is also included so that the baked goods can be passed on as presents with personalised gift tags.



Christmas Cookie Kit









Baking Giftware Concept
Christmas baking kit comes in a retro cookie box that doubles as a convenient cookie storage tin.
This specialised kit includes novelty shaped cookie cutters, an exclusive retro oven mit,
Kellogg's recipe cards and pre-packaged Kellogg's ingredients and a series of paper bags for storage combining convenience and simplicity in the tradition of Christmas baking.



Mother's Day Breakfast in Bed Kit









Baking Giftware Concept

Mother's Day Breakfast in Bed baking kit with all the essentials for making the perfect breakfast. This baking kit includes wooden spoon, three small ceramic measuring cups, baking bowl, **Kellogg's** recipe cards and pre-packaged **Kellogg's** ingredients.



Kellogg's innovative Baking Kits all come with pre-packaged Kellogg's ingredients for nutritional, healthy breakfast solutions. They contain the exact portion required for each recipe and are conveniently packaged in individual waxed paper sachets to lock in freshness.

Kellogg's Pre-packaged Ingredients













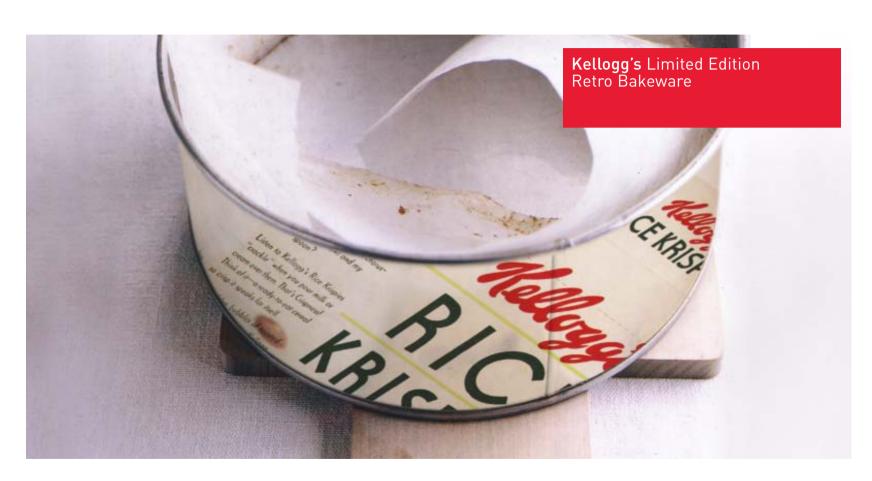




Kellogg's Limited Edition Retro Bakeware

Kellogg's celebrates it's rich 100yr heritage with a limited edition retro inspired baking line. A fun, feel good, approach to bakeware using retro inspired shapes, old fashioned simplicity and functionality, warm retro colors, fused with genuine **Kellogg's** archive graphics to evoke the warmth and nostalgia of a homely kitchen.







Kellogg's Limited Edition Cake Covers + Baking Tins



















Kellogg's Limited Edition Enamel Sifters + Cake Tins





Kellogg's Limited Edition Enamel Sifters + Cake Tins





Kellogg's Limited Edition Enamel Rolling Pins + Cake Tins





Kellogg's Original Recipes

Kellogg's has over 3000 original recipes using a variety of their major brand products, including Kellogg's Cornflakes®, Kellogg's AllBran®, Kellogg's Special K® and Kellogg's Smart Start®. These recipes have been engineered to provide healthy, nutritious and easy to make breakfast solutions that include a variety of breads, muffins, cakes healthy breakfast bars and cookies.





Almond Apricot Bread

Ingredients

13/4 cups all-purpose flour

1/2 cup sugar

1 tablespoon baking powder

1/2 teaspoon salt

1/2 cup chopped slivered almonds

1 1/2 cups Kellogg's® All-Bran® cereal

1 1/4 cups skim milk

1 egg

1/3 cup vegetable oil

1/2 cup finely cut, dried apricots

Directions

1. Stir together flour, sugar, baking powder, salt and almonds. Set aside.

2. In large mixing bowl, combine KELLOGG'S ALL-BRAN cereal and milk. Let stand 2 minutes or until cereal softens. Add egg and oil. Beat well. Stir in apricots. Add flour mixture, stirring only until combined. Portion into two 9 x 5 x 3-inch loaf pans coated with cooking spray.

4. Bake at 350° F about 1 hour or until wooden pick inserted near center comes out clean. Cool 10 minutes in pan. Remove from pan and cool on wire racks. Wrap in plastic wrap. Yield: 2 loaves, 32 slices

Banana Bread

Ingredients

1 3/4 cups all-purpose flour

teaspoon baking powde

1/2 teaspoon baking soda

1/4 teaspoon salt

1/2 cup sugar

/2 cup margarine or butter softened

1 1/2 cups Kellogg's® Complete® Wheat Bran Flakes cereal (crushed to 1 cup) or Kellogg's® Just Right® cereal (crushed to 1 cup) or Kellogg's® Product 19® cereal

(crushed to 1 cup)

1 1/2 cups mashed fully ripe bananas (about 3 medium)

Directions

- 1. Stir together flour, baking powder, baking soda and salt.
- 2. In large electric mixing bowl, beat margarine and sugar until well blended. Stir in egg, KELLOGG'S® COMPLETE® Wheat Bran Flakes and bananas. Let stand about 3 minutes or until cereal is softened. Stir again. Stir in flour mixture. Spread batter evenly in greased 9 x 5 x 3-inch loaf pan.
- 3. Bake at 350° F for 1 hour or until wooden pick inserted near center comes out clean. Cool 10 minutes before removing from pan. Cool completely before slicing.





Banana-Date Bread

Ingredients

2 cups all-purpose flour teaspoon baking powde

1/2 teaspoon baking soda

1 cup mashed ripe bananas (2 medium-size)

2 tablespoons fat-free milk

2 cups Kellogg's® Special K® cereal

1/3 cup margarine

1/3 cup sug

2 eggs

1 cup chopped dates

Directions

1. In medium mixing bowl, stir together flour, baking powder, and soda.

Set aside

2. In small mixing bowl, stir together mashed bananas milk, and KELLOGG'S SPECIAL K cereal. Let stand 5 minutes or until cereal softens

3. In large mixing bowl, beat margarine and sugar until light and fluffy. Add eggs. Beat well. Mix in cereal mixture. Stir in dry ingredients. Add chopped dates. Spread batter evenly in 9 x 5 x 3-inch loaf pan lightly coated with cooking spray.

4. Bake at 350° F about 50 minutes or until wooden pick inserted near center comes out clean. Let cool 10 minutes before removing from pan. Cool completely before slicing. Store in airtight container.

Kellogg's Corn Flakes™ Banana Bread

Ingredients

cups all-purpose flour

teaspoon baking powder

1/2 teaspoon salt

1 1/2 cups mashed, ripe bananas

2 1/2 cups Kellogg's Corn Flakes® cereal

3/4 cup sugar

2 eggs

1/2 cup coarsely chopped walnuts

Directions

1. Stir together flour, baking powder, soda and salt. Set aside.

2. In medium mixing bowl, combine bananas and KELLOGG'S CORN FLAKES cereal. Let stand 5 minutes or until cereal softens. Beat well.

3. In large mixing bowl, beat margarine and sugar until combined. Add eggs. Beat well. Mix in cereal mixture and nuts. Stir in flour mixture. Spread batter evenly in 9 x 5 x 3-inch loaf pan coated with cooking spray.

4. Bake at 350° F about 1 hour or until wooden pick inserted near center comes out clean. Let cool 10 minutes before removing from pan. Cool completely before slicing.

Wrap with plastic wrap. Yield: 1 loaf, 16 slices





Quick Fruit Rolls

Ingredients

- 1/2 cup chopped, cooked prunes
- 1/2 cup chopped nuts
- 1/3 cup firmly packed brown sugar
- 1/4 teaspoon salt
- 1 teaspoon cinnamon
- 1/4 teaspoon nutmeg

Directions

- 1. Combine prunes, nuts, brown sugar, the 1/4 teaspoon salt and spices. Set aside.
- 2. Stir together flour, granulated sugar, baking powder, the 1 1/4 teaspoon salt and sugar. Using pastry blender, cut in shortening until mixture resembles coarse crumbs. Set aside.
- 3. In large mixing bowl, combine KELLOGG'S ALL-BRAN cereal and milk. Let stand about 2 minutes or until cereal softens. Add egg and orange peel. Beat well. Add to flour mixture, stirring only until combined. Turn dough out on lightly floured board. Roll out to about 1/2 inch in thickness. Fold in thirds and roll out again to rectangle 18 x 6-inches. Spread with Margarine, then with prune mixture. Roll in jelly roll

fashion starting with the widest side, sealing edges. Cu into 1-inch slices. Place slices cut side down on baking sheet coated with cooking spray.

4. Bake at 400° F about 20 minutes or until golden brown. Remove immediately from

baking sheet. Serve hot. Yield: 18 servings

Apricot Breakfast Bars

Ingredients

- 1/2 cup margarine or butter, softened
- 1/4 cup granulated suga
- 2/3 cup all-purpose flour
- 2/3 cup Kellogg's® All-Bran® or Kellogg's® All-Bran® Bran Buds®

Apricot Layer

- 2/3 cup finely cut, dried apricots
- 1/2 cup all-purpose flour
- /2 teaspoon baking powder
- 1/4 teaspoon salt
- 1 cup firmly packed brown sugar
- 2 eggs
- 1/2 teaspoon vanilla
- 1/2 cup finely chopped walnuts

Directions

- 1. For crust, measure margarine, granulated sugar and the 2/3 cup flour into small mixing bowl. Beat until smooth. Mix in KELLOGG'S ALL-BRAN cereal. Spread mixture evenly in bottom of 8 x 8 x 2-inch baking pan coated with cooking spray.
- 2. Bake at 350° F about 25 minutes While crust is baking, rinse apricots Place in small mixing bowl. Cover with very hot water. Let stand for "10 minutes or until tender. Drain well. Set aside.
- 3. In medium mixing bowl, combine brown sugar, eggs and vanilla. Bea well. Add flour mixture. Mix well. Stir in nuts and apricots. Spread mixture over baked crust.
- 4. Return to oven and bake for 45 minutes longer Cool. Sprinkle with powdered sugar. Yield: 32 bars





Crunchy Kellogg's Corn Flakes™ Bites

Ingredients

1 package (12 oz., 2 cups) butterscotch morsels

1 cup milk chocolate morsels

1 1/2 cups dry roasted salted peanuts

cups Kellogg's Corn Flakes® cereal

Directions

1. In 2-quart saucepan, combine butterscotch morsels and chocolate morsels. Stir over low heat until melted and smooth. Remove from heat. Stir in peanuts and KELLOGG'S CORN FLAKES cereal.

2. Drop by rounded tablespoon onto baking sheets coated with cooking spray or waxed paper. Chill until set. Store at room temperature in airtight container.

Yield · 24 bites

Jumbo Kellogg's Corn Flakes™ Crumbles

Ingredients

1 3/4 cups all-purpose flour

teaspoon baking powde

1/2 teaspoon baking soda

1/4 teaspoon salt

1 cup margarine or butter, softened

1 cup sugar

2 eggs

1/2 teaspoon vanilla

6 cups Kellogg's Corn Flakes® cereal (crushed to 4 cups), divided

/2 cup milk chocolate morsels

1/2 cup peanut butter morsels

Directions

1. Stir together flour, baking powder, soda and salt. Set aside.

2. In large mixing bowl, beat together margarine and sugar until light and fluffy. Add eggs and vanilla. Beat well. Add flour mixture, mixing until combined. Stir in 2 cups of the crushed KELLOGG'S CORN FLAKES cereal and morsels. Portion, using 1/4-cup measure, into remaining cereal, rolling to coat. Place on baking sheets coated with cooking spray. Flatten to 3-inches in diameter.

3. Bake at 350° F about 15 minutes or until light golden brown. Remove immediately from baking sheets. Cool on wire racks. Store in airtight containers. Yield: 16 cookies





Zesty Corn Muffins

Ingredients

1 cup whole wheat flour

2/3 cup all-purpose flour

1/3 cup sugar

4 teaspoons baking powder

1/2 teaspoon salt

1/2 teaspoon chilli powder

1 1/2 cups Kellogg's All-Bran® cereal

1 cup skim milk

3 egg wnites

3 tablespoons vegetable oil

can (8.75 oz.) whole kernel corn, drained

1/4 cup drained, chopped pimentos

1 to 2 tablespoons chopped jalapeno peppers 1/2 cup (2 oz.) shredded Mozzarella cheese

Directions

1. Stir together flours, sugar, baking powder, salt and chill powder. Set aside.

2. In large mixing bowl, combine KELLOGG'S ALL-BRAN cereal and milk. Let stand about 2 minutes or until cereal softens. Add egg whites and oil. Beat well.

Stir in corn, pimentos, onions, peppers and cheese. Add flour mixture, stirring only until combined. Portion evenly into twelve 2 1/2-inch muffin-pan cups coated

with cooking spray.

3. Bake at 400°F about 20 minutes or until lightly browned. Serve warm. Yield: 12 muffins

Choc Banana Muffins

Ingredients

1 cup all-purpose flour

1/2 cup sugar

2 teaspoons baking powder

1/4 teaspoon salt

tablespoons unsweetened cocoa powder

1 1/2 cups Kellogg's® All-Bran® cereal 3/4 cup fat-free milk

2 egg whites

1/4 cup vegetable oil

1 cup sliced, ripe banana (about 1 medium)

Directions

1. Stir together flour, sugar, baking powder, salt and cocoa powder. Set aside.

2. In large mixing bowl, combine KELLOGG'S ALL-BRAN cereal and milk. Let stand about 2 minutes or until cereal softens. Add egg whites and oil. Beat well. Stir in bananas. Add flour mixture, stirring only until combined. Portion evenly into twelve 2 1/2-inch muffin-pan cups coated with cooking spray.

3. Bake at 400° F about 23 minutes or until lightly browned. Serve warm, Yield: 12 muffins





Cinnamon Pecan Tea Muffins

Ingredients

1 cup all-purpose flour

2 1/2 teaspoons baking powder

1/2 teaspoon sal

1/2 teaspoon nutmeg

1/4 cup sugar

cup Kellogg's® All-Bran® cereal

3/4 cup fat-free milk

1 egg

1/4 cup margarine or butter, softened

3/4 cup finely chopped pecans

Directions

1. Stir together flour, 1/4 cup sugar, baking powder, salt and nutmeq. Set aside.

2. In large mixing bowl, combine KELLOGG'S ALL-BRAN cereal and milk. Let stand about 2 minutes or until cereal softens. Add egg and the 1/4 cup margarine. Beat well. Stir in pecans. Add flour mixture, stirring only until combined. Spoon evenly into twenty-four 1 1/2-inch muffin-pan cups coated with cooking spray.

 Bake at 400° F about 25 minutes or until lightly browned. Remove from pans.

4. To make topping, stir together cinnamon and the 1/3 cup sugar. Quickly dip tops of hot muffins in melted margarine. Then dip in cinnamon-sugar mixture. Serve warm Yield: 24 tea muffins

Shredded Apple Muffins

Ingredients

1 1/2 teaspoons sugar

1/4 teaspoon cinnamon

1/2 cup suga

1 tablespoon baking powder

1/2 teaspoon nutmed

3 1/2 cups KELLOGG'S® Raisin Bran cereal

1 1/2 cups skim milk

2 egg whites

3 tablespoons vegetable oil

cup shredded unpeeled red apples

2 ounces Neufchatel cheese

Directions

1. Combine the 1 1/2 teaspoons sugar and cinnamon; set aside.

2. Stir together flour, the 1/2 cup sugar, salt, baking powder and nutmeg; set aside.

3. In large mixing bowl, combine cereal and milk. Let stand 2 minutes or until cereal is softened. Add egg whites and oil; mix well. Stir in apples. Add dry ingredients, stirring only until combined.

4. Portion batter evenly into 12 greased 2 1/2-inch muffin-pan cups. Cut cheese into 12 cubes. Press cheese cube into top of batter in each muffin-pan cup. Sprinkle batter with sugar-cinnamon mixture.

5. Bake in 400° F oven about 23 minutes or until golden brown. Serve warm. Yield: 1 dozen

