

**Betty Crocker ANR Draft Script**

BETTY CROCKER TEST KITCHEN EXPERTS HAVE THEIR “SPOON” ON THE PULSE OF THE MOST DELICIOUS TRENDS THIS HOLIDAY SEASON MAKING HOME FOR THE HOLIDAYS EVEN MORE MEMORABLE, I'M JENNIFER NON.

FOR 90 YEARS, BETTY CROCKER HAS BEEN THE EXPERT IN BAKING AND HOLIDAY ENTERTAINING. THE BETTY CROCKER KITCHEN EXPERTS SEARCHED COAST TO COAST FOR THE TOP TEN RED HOT HOLIDAY TRENDS AND RECIPES. EVERYTHING FROM DECONSTRUCTED DESSERTS TO UNEXPECTED MASH-UPS, COPYCAT CANDY TO A FRESH TAKE ON FRUITCAKE THIS YEAR'S TRENDS OFFER SURPRISING TAKES ON TRADITIONAL FAVORITES.

SENIOR FOOD EDITOR FOR BETTY CROCKER KITCHENS, KRISTEN OLSON:

**KRISTEN:**

“WHETHER YOU’RE HAVING A PARTY OR JUST ENJOYING TIME WITH LOVED ONES, OUR RED HOT HOLIDAY TRENDS AND RECIPES MAKE IT EASY FOR YOU TO CREATE MEMORABLE HOLIDAYS AT HOME. YOU CAN SHAKE UP SOME CHERRY JAM-HATTAN COCKTAILS WITH HOMEMADE CHERRY JAM, WHIP UP AN ELEGANT APPETIZER FOR ENTERTAINING OR SPEND A FUN AFTERNOON MAKING COOKIE TREES AND HOLIDAY MEMORIES WITH YOUR KIDS.”

GET INSPIRED BY BETTY CROCKER’S TEN RED HOT HOLIDAY TRENDS AND RECIPES, PERFECT FOR ANY OCCASION, CROWD OR CRAVING AT [BETTYCROCKER.COM/REDHOT](http://BETTYCROCKER.COM/REDHOT).