

## Has the Time For a Barbie Collaboration Expired? Take a Look at Sweet Loren's Latest Cookie.



Since the iconic Barbie Movie release on July 21, 2023 the movie has grossed 1.4 billion worldwide (Deadline) placing itself as the highest grossing Warner Brothers movie in history. The popularity steps past the movie theater walls, with companies eager to join in on the modern feminist movies' success. Aside from the blatant company marketing in the movie such as the bizarre car race with only General Motors cars, which felt like mere advertisement, countless companies have done their own collaborations.

Sweet Loren's, a natural cookie dough brand safe from the top 14 allergens, is continuing the popularity of their own Barbie themed

cookie that was released this January. But after looking deeper the consumer can see that it is more than a pink cookie. Sweet Loren's and The Barbie Dream Gap Project teamed to Support Girls With Impact which encourages girls to continue their business dreams. This is a collaboration true to the films' messaging and values, a great way to continue on the Barbie legacy with a mission.