



Together we can BAKE a difference.

Words: Dave Swan Photos: Contributed

Meet the infectiously positive George Kalpakis and his lovely wife Caroline – the power couple behind the decadently delicious brand of sweet, chocolatey treats better known as Brazen Brownies.

Some ten years ago, George left the relative safety of the corporate world to pursue his passion and start the business with Caroline. Today, with award-winning flavours on their trophy shelf (including Gold, Silver, and Bronze medals from both the Sydney Royal Fine Food Show and the Tasmanian Royal Fine Food Awards), they're spreading the love with a new range of special fundraising boxes. These boxes are designed to directly help community clubs, sports clubs, schools and charitable organisations generate extra income.

Sweet deal? We think so. But where did this journey of brownie love all start?

"I indulge in a couple of coffees and a brownie that's my diet," confides George.

"My wife Caroline was a lawyer with her own practice for over 25 years before she came to the realisation that she wanted to do something that actually brings joy to people.

"Her love of travelling and food led her to undertake culinary studies in both Australia and Europe. This just cemented her passion for cooking and she knew her true calling was in the food industry."

"That's where I come in. Well, I love sweets. I'm a dessert lover and I like to think of myself as a brownie advocate and ambassador that's my title. My wife, on the other hand, is the brownie designer."

"I spent more than 25 years in professional services, working for the likes of AMP, GE, CSC and ANZ. I've always loved dealing with people and building relationships, so I now help with the business side of things and work closely with our wonderful clients.

"When I'm not doing that, I'm in a black apron, crunching

out brownies alongside Caroline and the team. But what I love most of all is getting out there and meeting the people who have supported us."

"I suppose what makes us different from our competitors is that we're not a bakery. We're purely manufacturers of brownies and brownies only. There's no other company that specialises the way we do.

"We've developed 20 different products and each is flow-wrapped to preserve freshness. That's the key: freshness, and the fact that we are small batch. It allows us to focus on quality over quantity."

The new fundraising boxes give clubs the opportunity to sell these individually wrapped flavours and make a 100% profit on every sale. With all flavours being gluten-free and options including Wicked Chocolate Addiction, Sinfully Salted Caramel Peanut, Brookie Brownie and the all-new Surf Nut (featuring premium Australian macadamias sourced right here on the Sunshine Coast), there's something for everyone to indulge in.

"Let's face it—everyone needs a guilty pleasure," says George. "Brownies are the perfect match with coffee, both texturally and taste-wise. They go hand in hand with extending ourselves—it's a reward. That's why we like to associate ourselves with things like run clubs and surfing, for that matter."

In a perfect confluence of good taste, good deeds and feeling good about it, Brazen Brownies fundraising boxes are a match made in heaven for clubs, schools or organisations keen to generate much needed funds while enjoying chocolate smiles along the way.

"You need something that will elevate you and your taste buds. And when they are, guess what? You feel great."

As George and Caroline say: 'Together we can BAKE a difference.'

If your club, school, or organisation is keen to take up the Brazen Brownies fundraising boxes, please contact George and the team!

Contact Goerge on **0412 662 233** or email: yummy@brazenbrownies.com.au



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