

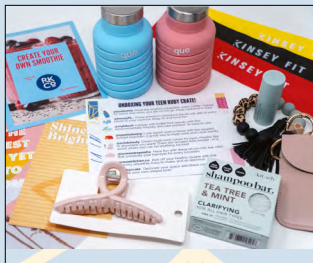


## ABOUT RUBY CRATE

**Ruby Crate** is an award-winning female led, quarterly subscription box specifically curated for teen and tween girls. Each Ruby Crate includes a clever mix of items – from beauty products to funky room décor to trendy gadgets. All the items are a surprise until the recipient opens the box! In addition to regular quarterly boxes, Ruby Crate offers Birthday Boxes to celebrate special birthday milestones and Campus Crates that are tailored for older girls living away from home for the first time. A new Mini Ruby Crate was just launched that is designed especially for younger girls aged 4-7!

## WHAT'S IN A CRATE?

Each curated box includes seasonal items tailored slightly depending on the age of the recipient. **Past crates have included slippers, water bottles, candy, sunscreen, sunglasses, makeup, tote bags, essential oils, jewelry, accessories, and wellness products.** Each box has a series of postcards, a seasonal recipe, a welcome card with a list of items and a personalized note from owners, Heidi and Sienna.



Tween Crate Spring 2022



Teen Crate Summer 2022



Fall 2022 Welcome Card



Tween Crate Winter 2022

## ITEMS INCLUDED IN OUR MOST RECENT SHIPMENT • WINTER 2022 RUBY CRATE

### Teen Box

- Cross Body Belt Bag
- Warm Beanie Toque
- Hair Ties
- Inspirational Desk Art
- Under Eye Mask
- Mascara
- Squish Candies
- Festive Spatula & Cookie Cutter
- Sugar Cookie Recipe Card
- Decorative Post Cards

### Tween Box

- Cross Body Belt Bag
- Warm Beanie Toque
- Hair Ties
- Inspirational Desk Art
- Taco & Donut Playing Cards
- Scented Festive Pen
- Squish Candies
- Festive Spatula & Cookie Cutter
- Sugar Cookie Recipe Card
- Decorative Post Cards



Heidi Avery and Sienna Avery  
Co-Founders





# THE RUBY CRATE STORY



Early in the pandemic, while browsing for a subscription box for her daughter, Heidi Avery noticed there were many boxes for women, but none tailored specifically to teen or tween girls. And so, in 2020, Ruby Crate was born! The company was named after Heidi's Grandmother Ruby who "was generous, kind and a friend to everyone she met." Running the company has been an incredibly valuable experience for Heidi, a busy mom of three who works on the business with her middle child, 14-year-old Sienna. They captured a niche market at a critical time with a product that continues to grow its customer base domestically and abroad.



## Ruby Crate Pricing

- Year Long Ruby Crate (4 boxes): \$259.80
- Single Ruby Crate: \$69.95
- Campus Ruby Crate: \$74.95
- Birthday Ruby Crate: \$74.95
- Mini Ruby Crate: \$34.95



## Fast Facts about Ruby Crate

- Ruby Crate shipped 400 boxes in 2020 and increased sales to 4,000 boxes in 2022
- Ruby Crate has won Best Teen Box by 'A Year of Boxes' in 2021 and 2022
- Ruby Crate has customers in Canada, USA and Australia
- Ruby Crate was featured at New York Fashion week with House of Barretti and the Society Fashion Week
- Featured on Marilyn Denis Show, CTV Morning Live, CHCH Morning Live and more



**ALL BOXES CAN BE PURCHASED AT [RUBYCRATE.CA](https://www.rubycrate.ca)**

**WATCH AN UNBOXING VIDEO [HERE](#)**

**SAMPLES AVAILABLE**

