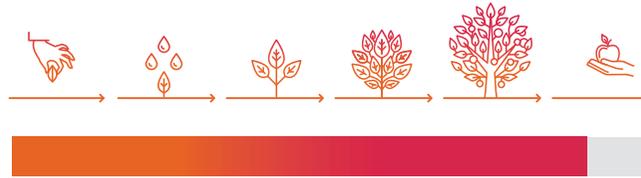


KIRSTY, SWEET CINNABUN



KIRSTY, SISTER SINCE 2017

“My big vision is that Sweet CinnaBuns will employ mums with babies and young children, revolutionising the way that women return to work after having children.”



24 months engaged

Sydney-based mum of five and Founder/CEO of Sweet CinnaBun, Kirsty McLarry, loves to bake and loves caring for her children. Kirsty wants to be there for her kids and having a small tribe of boys, with another one on the way, means a typical mainstream job will not afford her the flexibility that she needs.

Kirsty is a natural entrepreneur who saw not only a market gap and opportunity and rapidly responded but has created a cult brand from the ground up. She hit on the idea of combining a cinnamon bun with a doughnut, then adding a sweet sauce or glaze. After she donated some of her buns to a charity event in 2017, she was inundated with people wanting to buy them. Cinnabuns uses a highly original ‘CinnaBun Drops’ retail strategy – letting social media followers know where they can travel to buy buns over the coming week. This method of retailing plus her drool-worthy images on social media have created a snowball effect on demand.

Global Sisters met Kirsty at a Sister School in Miller in SW Sydney when her business was running out of her kitchen and demand was starting to outstrip her capacity to supply. She wanted to grow the business to achieve her bigger vision of becoming a truly flexible and supportive employer of local mums.

Follow Kirsty’s business journey at:



How Global Sisters is making a difference

Kirsty was matched with her business coach and the team at Jack Morton to develop her brand, and together they created a playful and cheeky brand identity and collateral that will enable Kirsty to grow both the retail and wholesale business.

As a result of the Sister Pitch, Kirsty has had professional marketing photography done by Clemenger. Global Sisters has provided strategic coaching to support Kirsty to launch into the white-label wholesale and retail gifting markets.