

Kohberg bread with clever packaging: unconventional marketing fighting breast cancer



Danish baker [Kohberg](#), with help from [Envision](#), recently created this very supportive packaging, in an effort to help fight breast cancer.

The fun bags house two rye buns - yes, that's what you're looking at - with part of the profits to be donated to The Danish Cancer Society.

Go grab a pair, that's how they usually go around.

[Via [Neatorama](#)]