

THAW & SELL COOKIES



Pre-packaged and ready-to-sell
Just label and display

- Tamper-evident packaging with wrap-around labels for added safety
- Generous helping of premium inclusions
- Fresh-from-the-oven, homemade appearance
- Our .42oz Cookie Bites are pre-labeled with fun, colorful labels that will draw attention and drive purchases
- Best-selling flavors and seasonal offerings
- Our Thaw & Sell Cookies are made on a nut-free line*

**Everybody
Loves Cookies!**

Cookie consumption is nearly universal with 94% of households consuming these beloved treats.¹

SIZE	COUNT	PACKAGING	CASE COUNT	SHELF LIFE (AT THAW)	FLAVORS
1.25oz	12 count	Clamshells	12	10-14 days	Chocolate Chunk, Oatmeal Raisin and Lemon Sugar
.42oz Cookie Bites	40 count	Tubs	12	10-14 days	Chocolate Chip, Candy and Rainbow Sprinkles (plus four seasonal varieties)



Bite size portions and re-sealable packaging is important to parents

Two of the most important attributes for parents when purchasing sweet baked goods are re-sealable packaging and bite-size portions. Bite-sized options provide easy, convenient portion control and simple solutions for lunches and kid-oriented occasions. And re-sealable packaging prevents waste and spoilage while making it easy to transport.²

Cookie cravings don't fade with age. All age groups enjoy cookies at a high rate. Growing your cookies sales is about finding ways to increase consumption frequency.¹

CraftMark's new Cookie Bites provide consumers with a small, poppable treat, great for snacking occasions.



About CraftMark Bakery

CraftMark Bakery produces frozen cookie dough, thaw & sell cookies, pre-deposited muffin batter, ready-to-eat flatbreads and bread dough. Our 345,000 sq. ft., state-of-the art bakery is centrally located in Indianapolis, Indiana, and includes high-speed baking lines using the newest generation of bakery manufacturing equipment producing high quality, consistent products at competitive prices.



For more information on CraftMark Bakery's Thaw & Sell Cookie line for retail in-store bakeries, contact **Lori Smith** at lsmith@craftmarkbakery.com or call **330-607-1765**.



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¹ Mintel Cookie Report July 2019

² Mintel In-Store Bakery Report February 2020

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