



## BLUE CHIP COOKIES' LICENSING & DISTRIBUTION OVERVIEW

A Sweet Opportunity to make more DOUGH!



# THE COOKIE MARKET IS BIG AND FULL OF OPPORTUNITY.

- \$13B U.S. cookie market projected by 2028.
- Gourmet cookies are growing 10%+ annually.
- Cookies drive beverage and dessert add-ons.
- Perfect complement to coffee, ice cream, cafes, and bakery items.
- Customers crave nostalgic, high-quality treats.

“Dessert has been a massive emerging category for foodservice for several years now as younger generations switch up their dining out habits from full meals to treats and snacks.”

<https://www.nrn.com/>

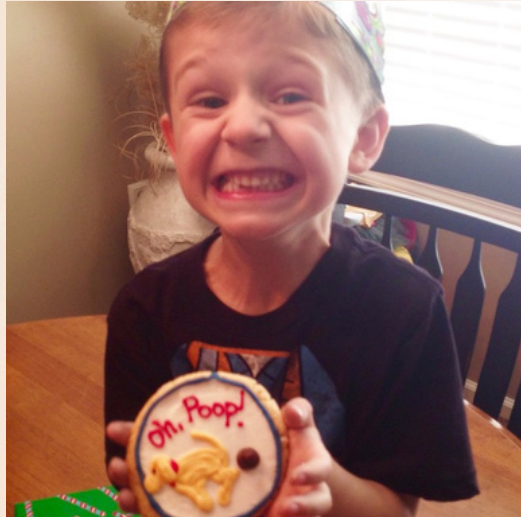
Blue Chip Cookie Company Inc | LifeQuestCC, LLC



# WE HAVE A SWEET & SIMPLE OPPORTUNITY

## Increase:

- Weekly Revenue
- Weekly Customer Count
- Dollars earned per square foot
- Average Ring
- New Channels of Business
- Employee Productivity



## Decrease:

- Labor costs as % of sales.
- Seasonality downturns.
- Slow periods of the day.

**ALL WITH THE SAME CUSTOMERS AND OVERHEAD YOU CURRENTLY HAVE!**



# IDEA: ADD BLUE CHIP COOKIES

## You already have the:

- Customers, you're just not capturing all the revenue.
- Overhead, you're just not maximizing it to its full potential.



# WHY BLUE CHIP COOKIES

“BEST COOKIE I HAVE EVER TASTED!” CLINT EASTWOOD

- 43+ years of brand trust and loyal customers (Since March 1983).
- One of America’s Most Beloved Cookie Stores.
- Made from scratch in store with Guittard and Ghirardelli chocolates, pure vanilla extract, cane sugar, molasses, brown sugar, and AA butter.
- Perfect 2.0–2.25 oz cookies—balanced, decadent, and unforgettable.
- Simple to make and bake in a retail environment.
- Recognized nationwide for superb cookie gifts and high-quality
- Proven track record—the cookie is “fantastic.”
- We are nimble, innovative, and resilient. We stay one step ahead.



# WHAT THIS MEANS FOR YOUR BUSINESS

Category	Current Scenario
Annual Revenue	\$250,000
Number of Customers Per Day- Average, Based on 340 open days.	90
Average Ring/Customer	\$7.75
<b>If 3 out of 10 of your current customers purchase \$5.00 in cookies per visit</b>	<b>Generates \$45,900 in additional Revenue/year</b>
New Annual Revenue	\$295,900
New Average Ring	\$9.66

**+25% increase in average ring**  
**+18% increase in revenue.**  
***This all with you current customers!***



# BLUE CHIP COOKIES DRIVE MORE THAN JUST SALES



- Attracts new customers
- Increases repeat visits
- Celebration Cookies, Cakes, and Cookies
- Adds corporate & gifting revenue
- Adds catering opportunities
- Increases the Delivery Business
- One product-----7 New Revenue Streams



# SIMPLE TO START



- One-time \$9,000 certification
  - Train-Learn Our Secrets (3 days in Milford, OH)
  - Bake (our proven recipes)
  - Sell (high-demand product)
- Annual Licensing Fee of \$600/store
- Depending on the current equipment, a \$5K-\$15 K investment.
- Total Investment Range: \$15,000- \$25,000, depending on your current store.



# EVERYTHING YOU NEED

- Over 50 proven recipes
- Equipment List
- Start Up Tools
- Blue Chip BASIC proprietary Secret Recipe
- Licensee Toolkit and Portal
- Ongoing coaching, support & new ideas
- Leveraging scale as we grow
- Opportunity to take part in the growing online business.



# YOU ARE IN CONTROL!

- License—not a franchise: you keep 100% of your profits.
- No royalties, co-op fees, or mandated layouts.
- No reports, forced promotions, required marketing fees, or rotating cookies are mandated.
- Freedom to fit into your marketplace and business model.
- Full access to recipes, marketing tools, and support.

# SCHEDULE A 15-MINUTE CALL

- Let's look at your business together
- See how cookies would perform in your store
- Build a simple plan

## CONTACT US

### EMAIL ADDRESS

bob@bluechipcookies.com  
donna@bluechipcookies.com

### MAILING ADDRESS

5991 Meijer Drive, Suite 24 Milford, OH 45150

### PHONE NUMBER

Bob's Cell-513.518.5682  
Donna's Cell-513.518.5681

