

BUY | GIVE™ A BAR | A BAR



Blueberry Pomegranate | Strawberry | Oatmeal Chocolate Chip | Apple Cinnamon
Nut-free, Kosher, K-12 Compliant



The Philanthropic Arm of The Cookie Department

Buy a Bar, Give a Bar is The Cookie Department's philanthropic mission and brand to help combat food insecurity. For every bar purchased, an identical bar is pledged to someone in need through our Bar Bank program. In partnership with organizations like Feeding America and The Farmlink Project, we're working to nourish underserved communities across the country—one bar at a time.

How Buy A Bar Give A Bar Works

- When you buy a bar directly from us, we donate an equal number of bars to Feeding America® member food banks through our partnership with The Farmlink Project
- For our wholesale and B2B partners, we donate 10% of the total order in bars
- Every time you buy a box of Crispy™ cookies or Snack Yums®, one bar is also donated — making it easy to give back with every treat
- Pledged bars are securely stored in The Cookie Department's **Bar Bank**, where they're counted, tracked, and prepared to reach communities in need



Ingredients & K-12 Compliance

- **Made with Whole Grains:** Each bar is crafted using whole grains, aligning with USDA standards.
- **Free from Top 6 Allergens:** Bars are produced in a nut-free facility and are free from peanuts, tree nuts, eggs, dairy, crustaceans, and fish.
- **Vegan & Kosher Certified:** Suitable for diverse dietary needs, all bars are plant-based and certified OU-D Kosher.
- **Portion-Controlled:** Each bar weighs 1.2 oz.
- **K-12 Compliant:** Bars meet USDA K-12 guidelines, including limits on calories, sugar, sodium, and fat, making them approved for sale in public schools.



Media Coverage & Social Buzz

- **Expanded Partnership Announced:** United Airlines has introduced Buy A Bar, Give A Bar as a complimentary snack for First Class passengers on domestic flights, enhancing their inflight offerings.
- **Featured in Industry Publications:**
 - ***Onboard Hospitality:*** Highlighted United's commitment to serving "meaningful" snack bars through this partnership.
 - ***Bake Magazine:*** Covered the expansion of The Cookie Department's collaboration with United Airlines.
- **Social Media Engagement:** The announcement has garnered positive reactions across platforms, with users praising the initiative's impact on combating food insecurity.



Meet The Cookie Department Team

A Recipe for Success



Andy Sheldon

Co-Founder | President & CEO

Over 28 years of pioneering and visionary direct-to-consumer expertise and recognized for award-winning, transformative marketing and creative initiatives.



Akiva Resnikoff

Founder & Chief Product Officer

Extensive experience in product research & development. Accomplished in both B2B and B2C domestic & global sales.



Jonathan Gross

Chief Financial Officer

With 28 years of finance experience, including tenures at Ernst & Young and Panasonic, Jonathan specializes in fundraising and improving financial processes.

Meet The Cookie Department Team



Tony Emerson, RN

Chief Operations & Wellness Officer

With a medical degree and over two decades of experience in health, wellness, and business operations, Tony ensures ingredient integrity and operational excellence.



Miles DuPree

Chief Strategy Officer

An entrepreneur with over 25 years of experience building large direct-to-consumer product companies, Miles cofounded one of the world's largest direct-to-consumer supplement brands. He has extensive technical and operational expertise and successfully managed large organizations.



Brent Britton

Chief Legal Officer

A prominent lawyer, educator, and author working in technology, startups, intellectual property, and complex transactions.

Meet The Cookie Department Team



Dr. Robert Rippee
PhD, MBA

Chief Revenue Officer

An entrepreneur and marketing executive, currently leading UNLV's Black Fire Innovation Hub and the UNLV Incubator, with deep insights into consumer behavior.



Justin Nadeau

Project & Analytics Manager

A detail-oriented and strategic operations professional, driving project execution and data analysis to support cross-functional initiatives and optimize business performance.

Thank You!

