



Cookies, made better!

Uniquely delightful and satisfying snacks for today's health-conscious consumer.



OUR PRODUCTS ARE ALWAYS:

MADE IN A
DEDICATED
PEANUT
& TREE NUT
FREE
FACILITY

PEANUT &
TREE NUT
FREE

DAIRY
& SOY
FREE

TRANS
FAT
FREE

FREE OF
ANYTHING
ARTIFICIAL

VERY
LOW
SODIUM

HFCS
FREE

WOMEN
OWNED™



A Passion for Cookies and Community

- Woman-owned, family business, started in Birmingham MI in 2011. Elaine (mom) with her two sons, Max & Sam
- Created out of passion for healthy eating, from a 100-year-old family recipe, improved for today's health-conscious consumer
- Sustainability attentive – from sourcing of ingredients & packaging, all the way through the manufacturing process and supply chain
- Quality focus from our SQF Level II, Kosher certified peanut & tree nut free facility
- Community involvement hiring underprivileged disabled workers from the Detroit Metro area via Jewish Vocational Services
- Giving back to the community through our Cooper Street Kids non-profit association
- Proven track record with major national retailers and rapidly expanding national footprint



Original Bakery Founded 2011





On Target and On Trend

Today's consumer demands snacks that are better for you and (most importantly) taste great.

- The **healthy snack segment** is the fastest growing snack segment
- **Allergen-friendly snacks** for kids and adults enjoying **double-digit growth** (over 76 million free-from shoppers in the U.S. alone)
- Consumers are **gravitating to habitual better-for-you and flavorful snacks** that are indispensable elements of physically and emotionally balanced lifestyles
- Busy lives require **convenient grab-n-go snack** alternatives
- Moms **demand clean ingredients** from a trustworthy source
- The average shopper spends \$46 per basket while the average **free-from shopper spends \$102 per basket**
- A large majority of consumers **will pay substantially more for healthier snacks** (as long as they *taste great!*)

- ✓ **LOWER CALORIE**
- ✓ **SIMPLE INGREDIENTS**
- ✓ **ALLERGY FRIENDLY**
- ✓ **ON TREND**
- ✓ **BETTER FOR YOU**
- ✓ **CONVENIENT & INDULGENT**
- ✓ **GREAT TASTE**
- ✓ **DELICIOUS & HEALTHY**





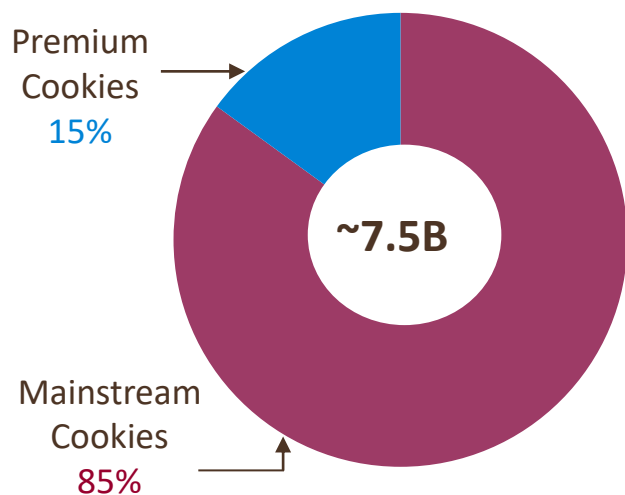
Premium Cookie Segment Driving Growth



Premium has captured a meaningful share within the overall cookie market with significant room for continued growth.

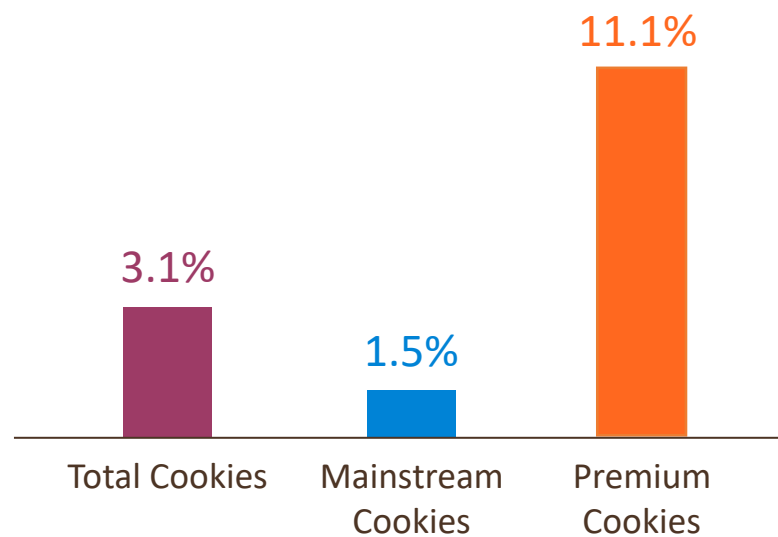
Premium Cookies Market Share

Cookie Market Size



Driving Overall Cookie Growth

Cookie Market Growth 2011-2021 E CAGR by Category





Our Twice-Baked Cookies are...

- Nut Free
- Dairy Free
- No GMO ingredients
- Soy Free
- No Trans Fat
- Nothing Artificial
- Only 30 Calories per Cookie
- Very Low Sodium
- No High-Fructose Corn Syrup
- No Preservatives
- Oven Baked (Twice!)
- Made with Simple, Quality Ingredients



Delightfully Crisp & Delicious

Bursting with flavor, without all the junk. Cooper Street Cookies are the perfect low-calorie anytime snack!





Twice Baked Cookies

5 oz. Resealable Pouches
(6 Bags / Master Case)

**NEW
DESIGN!**

New!



SALES RANK	ITEM NUMBER	VARIETY	SIZE	SELL UNIT UPC	CASE PACK	SELL UNIT DIMENSION	SHELF LIFE
1	3073	Lemon Blueberry	5 oz	8-57127-00307-6	6	13.19" x 7.88" x 9.25"	9 Months
2	3110	Orange Cranberry	5 oz	8-57127-00311-3	6	13.19" x 7.88" x 9.25"	9 Months
New	3080	Chocolate Brownie Crunch	5 oz	8-57127-00308-3	6	13.19" x 7.88" x 9.25"	9 Months
4	3066	Cinnamon Chocolate Chip	5 oz	8-57127-00306-9	6	13.19" x 7.88" x 9.25"	9 Months
5	3189	White Chunk Michigan Cherry	5 oz	8-57127-00318-2	6	13.19" x 7.88" x 9.25"	9 Months



Twice Baked Cookies – Single Serve

Deliciously Crisp & Guilt-Free!



Twice-Baked COOKIES

48CT BULK VEND CASE



AS LOW AS
125
CALORIES
PER PACK

WOMEN
OWNED

MADE IN
USA



12 CT caddy in a shippable case

TWICE BAKED COOKIES	PACK SIZE	UNIT DIMENSIONS (DxWxH)	CASE DIMENSIONS (DxWxH)	CASE WT	TI/HI	UNIT UPC	CASE UPC	PALLET	SHELF LIFE
LEMON BLUEBERRY	48 / 1.25 OZ	0.75" x 4.5" x 6"	13.13" x 9.38" x 6.38"	4.25 LBS	15 x 11	8-57127-00412-7	5-08-57127-00412-2	165 CASES / 725 LBS	9 MONTHS
ORANGE CRANBERRY	48 / 1.25 OZ	0.75" x 4.5" x 6"	13.13" x 9.38" x 6.38"	4.25 LBS	15 x 11	8-57127-00410-3	5-08-57127-00410-8	165 CASES / 725 LBS	9 MONTHS
BROWNIE CHOCOLATE CRUNCH	48 / 1.25 OZ	0.75" x 4.5" x 6"	13.13" x 9.38" x 6.38"	4.25 LBS	15 x 11	8-57127-00414-1	5-0857127-00414-6	165 CASES / 725 LBS	9 MONTHS



Granola Bakes

MADE IN A
DEDICATED
**PEANUT
& TREE NUT
FREE**
FACILITY

OUR PRODUCTS ARE ALWAYS:

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TREE NUT
FREE**

**DAIRY
& SOY
FREE**

**TRANS
FAT
FREE**

**FREE OF
ANYTHING
ARTIFICIAL**

**VERY
LOW
SODIUM**

**HFCS
FREE**



Granola Cookie Bakes

The granola bar that eats like a cookie!



- **On-trend** with consumer demands for “better-for-you” snacks
- Made with **wholesome ingredients** you can see & pronounce. With locally sourced fruit, creamy white chips, and ancient grains — each bite is a new experience!
- **Convenient, filling and energetic** way to start your day
- **Individually wrapped** for grab-n-go breakfast, packed lunches or an anytime snack!
- **Only 110 calories** per cookie
- Loaded with the goodness of **granola** and the great taste of a **cookie**



Delicious whole grains that keep you satisfied.



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The Deliciously Healthy Snack for School & Lunchbox!



— CHEWY! — GRANOLA COOKIE BAKES

MADE IN
USA
WOMEN
OWNED

THE CONNECTICUT HEALTHY STANDARDS FOR FOODS AND BEVERAGES AT SCHOOL*

WHOLE GRAINS

WHOLE GRAIN RICH FOODS (WGRI) CONTAIN
AT LEAST 50% WHOLE GRAINS BY WEIGHT

CALORIES

NO MORE THAN 200 CALORIES AS SERVED

TOTAL FAT

NO MORE THAN 35% OF CALORIES AS SERVED

SATURATED FAT

LESS THAN 10% OF CALORIES

TRANS FAT

100% TRANS FAT FREE

SUGARS

NO MORE THAN 35% OF SUGARS BY WEIGHT

NO MORE THAN 15 GRAMS OF TOTAL SUGARS AS SERVED

SODIUM

NO MORE THAN 200mg AS SERVED

CAFFEINE

NO CAFFEINE

CHOCOLATE CHERRY	BLUEBERRY POMEGRANATE	OATMEAL CRANBERRY	COMPLIANCE
75%	75%	50%	✓
110	110	110	✓
24%	24%	28%	✓
8%	4%	8%	✓
0g	0g	0g	✓
25%	28%	21%	✓
7g	8g	6g	
65mg	60mg	80mg	✓
NONE	NONE	NONE	✓

- **NUT FREE**
(MADE IN A DEDICATED PEANUT
& TREE NUT FREE FACILITY)
- **DAIRY FREE**
- **NO GMO INGREDIENTS**
- **NO SOY**
- **PACKED WITH
WHOLESOME GRAINS**
- **NO ARTIFICIAL INGREDIENTS**
- **NO GMO INGREDIENTS**
- **OVEN BAKED**
(NOT EXTRUDED)



*Requirements Meet or Exceed the USDA Smart Snacks in Schools Standards



Granola Cookie Bakes

6ct Retail Cartons (6 Cartons / Master Case)

**NEW
DESIGN!**



SALES RANK	ITEM NUMBER	VARIETY	SIZE	SELL UNIT UPC	CASE PACK	SELL UNIT DIMENSION	SHELF LIFE
1	3295	Blueberry Pomegranate	6 oz	8-57127-00329-8	6	2.38" x 6.25" x 5.25"	7 Months
2	3332	Oatmeal Cranberry	6 oz	8-57127-00333-5	6	2.38" x 6.25" x 5.25"	7 Months
3	3349	Chocolate Cherry	6 oz	8-57127-00334-2	6	2.38" x 6.25" x 5.25"	7 Months



Granola Cookie Bakes

12ct Grab-n-Go Shelf Caddy
(6 per Master Case)



SALES RANK	ITEM NUMBER	VARIETY	UNIT WEIGHT	CASE PACK	12ct CADDY UPC CODE	COOKIES PER CADDY	1oz INDIVIDUAL COOKIE UPC CODE	CADDY DIMENSIONS	SHELF LIFE
1	3442	Blueberry Pomegranate	12 oz	6	8-57127-00344-1	12	8-57127-00332-8	8.125" x 5.19" x 2.5"	7 Months
2	3459	Oatmeal Cranberry	12 oz	6	8-57127-00345-8	12	8-57127-00330-4	8.125" x 5.19" x 2.5"	7 Months
3	3435	Chocolate Cherry	12 oz	6	8-57127-00343-4	12	8-57127-00328-1	8.125" x 5.19" x 2.5"	7 Months



Granola Cookie Bakes

48ct Foodservice & Vending 6 Cartons / Master Case)



SALES RANK	ITEM NUMBER	VARIETY	SIZE	SELL UNIT UPC	CASE PACK	SELL UNIT DIMENSION	SHELF LIFE
1	3610	Blueberry Pomegranate	1 oz	8-57127-00332-8	48	3.0" x 5.0" x 0.5"	7 Months
2	3615	Oatmeal Cranberry	1 oz	8-57127-00330-4	48	3.0" x 5.0" x 0.5"	7 Months
3	3605	Chocolate Cherry	1 oz	8-57127-00328-1	48	3.0" x 5.0" x 0.5"	7 Months

In-Store Display Options



TWICE BAKED COOKIES



**SHIPPERS
AVAILABLE
NOW!**



24 ct Display Shipper



6 ct Master Case
Featuring Punch-Out
For Floor Stack Display

GRANOLA COOKIE BAKES



36 ct Display Shipper **6 ct Master Case**
Featuring Punch-Out
For Floor Stack Display





New Points of Distribution- YTD 11,500+ new points of distribution!

Grocery

- Kroger – All divisions 1700 stores
- Harris Teeter – 270 Stores all items
- Giant divisions – 377 Stores
- Albertson's Division – 353 Stores
- Raley's 119 stores
- Schnuck 118 Stores all items
- Sprouts – 350 Stores
- Publix Pending – 1100 stores
- Stop & Shop – 415 stores
- Roche 22 Stores
- Dave's 10 stores all Items
- Marcs 70 Stores
- Big Y 62 stores
- Wakefern – 277 stores
- Independents – 700+ stores
- Giant Eagle 22 stores
- Jewel 2 new SKU
- Key food
- AJ Market all items
- Canada Market 300 stores



Club

- Sam's Club – Domestic US and Puerto Rico
- Costco – Texas, Northeast, Northern California

Alternative

- Official Cookie of American Red Cross Nationwide
- Delta Airlines, American Airlines, United Air, and Alaska Air and Talon air
- Top Rated Item on QVC Gourmet Grocery – sold out over 6 times on air
- Google Campuses Nationwide

Volume Growth

- Cooper Street dollar sales are growing at 400% over last year
- Cooper Street will triple sales and points of distribution in 2021





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GO FOR IT!!!!!!

