



Blue Chip Cookies' Licensing & Distribution Program

**A Sweet Opportunity to make
more dough!**



Owners and Operators of the Blue Chip Cookie Company



Donna Drury & Bob Heine

<https://www.linkedin.com/in/donnadruryheine/>

<https://www.linkedin.com/in/bobheine/>



**Do you want to serve the
best gourmet cookie in
your community or
market?**

LOOKING FOR A SWEET OPPORTUNITY?



If you said YES to the last question, then consider this sweet opportunity to...

- Expand your customer base in your current location,
- Add additional revenue to your bottom line with your current overhead staying the same.
- Increase your return on investment, increase your dollar per square foot.
- Take a seasonal business and make it a full-year business.
- Attract new clients by offering corporate gourmet cookie gifts.



We understand the risk and investment business owners make in building a business!

- Are you looking to ADD another revenue stream to your existing business with a gourmet cookie with margins of 80+ %?
- Do you want to engage NEW customers with your existing business?

Our current licensees sell anywhere from 800–5000+ cookies a week, depending on the type of location, with retail prices from \$1.85–\$2.75 per cookie.

LEARN MORE



ABOUT BLUE CHIP COOKIES

“Best Cookies in the Country” has been the motto since 1983. Right from the beginning, it was apparent that Blue Chip Cookies was not going to be just another cookie store. The first store was opened by the Nader Family on San Francisco’s Fisherman’s Wharf in March 1983, over 38 years ago.

The public immediately fell in love with the aroma and taste of these unique gourmet cookies, making it instantly one of the most memorable cookie experiences, and we are still going strong, just in a different way.

OUR HISTORY~~1983 TO 2022

39 YEARS-IT IS ALL ABOUT THE RECIPE!



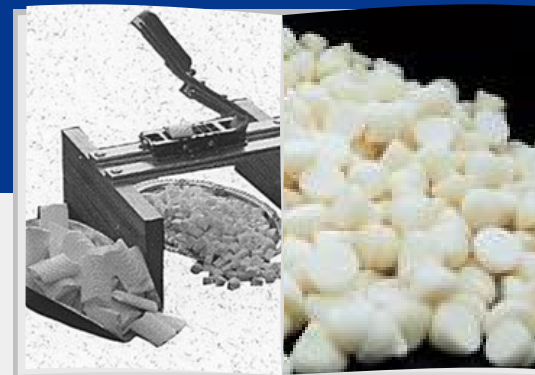
March 1983

Blue Chip Cookies opens their first store on Fisherman's Wharf, San Francisco! People are in awe of the delicious and decadent cookies you purchase by the pound!



March 1983

Blue Chip Cookies introduces the White Chocolate Macadamia and the Black & White to the country, and the world has never been the same!



1984

After Blue Chip Cookies chops thousands of pounds of Guittard White Chocolate blocks, Guittard Chocolate decides to create the first White Chocolate Chip for Blue Chip Cookies and shares with the world.



1985

Clint Eastwood famously said after tasting Blue Chip Cookies~
"Best Cookie I have ever tasted."



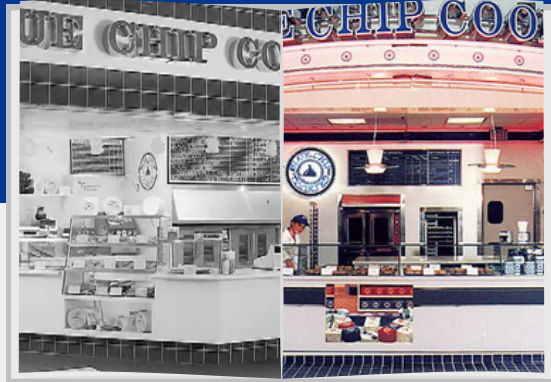


The trouble with most chocolate chip cookies nowadays is their texture (dried out) and chip count (not enough of 'em!). Blue Chip bakes top-quality cookies that are as light and chewy as your grandma's -- you can just taste the butter, vanilla, and brown sugar -- and every bite is packed with chunks of excellent, endorphin-producing chocolate. There are 12 variations on this simple artwork -- the chocolate chip-walnut is damnably good -- but unless you're enamored of coconut, macadamia nuts, peanut butter, or cranberries, why mess with perfection?"

San Francisco Weekly

THE BLUE CHIP JOURNEY!

"IT IS ALL ABOUT THE COOKIE!"



1986-1997

Blue Chip starts to Franchise Across America

CA, CT, GA, IN, KS, KY, LA, MA, NJ, NY, OH, TX, WA, WV

As the malls grew, so did Blue Chip Cookies.

In 1997 the founder and owner, Matt Nader dies suddenly. At one point there were over 40 locations.



1998

After Matt's death, B.C.C. Enterprises based in Edgewood, KY purchases the Blue Chip Cookie Company.

B.C.C. Enterprises were the largest franchisee of the Blue Chip Cookie Company, owning now 16 out of the 22 stores.



1999-2004

By 2004 Blue Chip has been name "Best Cookies" in over 10 cities!

San Francisco, San Diego, Houston, Cincinnati, Seattle, Atlanta, Kansas City, Danbury, CT; Lawrence, KS; Florence, KY; Freehold, NJ, White Plains, NY.

(People still call our offices today saying they are so glad we shipping!)



2005

In November 2005, Bob Heine and Donna Drury-Heine, based in Loveland, OH, purchase the Blue Chip Cookie Company, along with several other people .

We are now the 3rd Owners.



STANDING THE TEST OF TIME!



2006-2009

In June 2006, as a new ownership group, we open a new store in downtown Loveland, OH. Focus is outside of malls, expands offering to test multiple products lines and B.C.C. Direct becomes a Licensee to focus the Online & Corporate Business.



2010-2013

The online business and corporate gift business grow 60% per year. In January 2010, move out of 800 square foot Loveland Store to 3000 square foot baking and fulfillment facility in Milford, OH

Also, a shift to look at licensing as a growth strategy vs. franchising to empower independent owners.



2014-2019

Final decision to covert from franchising to licensing. Leawood, KS becomes the first licensing agreement and now our legacy store.

In 2017, a licensee creates a kiosk inside of Hot Head Burritos newest model in Newport, KY.

Online and Corporate business continues to grow.



2020-2021

COVID-19 Hits.
A new licensee emerges in Kansas City. Daylight Donuts adds Blue Chip Cookies to five stores.

A new location in 2022 outside of Dallas, Texas! Synergy with Donuts and Ice Cream is the focus.!



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STANDING THE TEST OF TIME!

2023...CELEBRATING OUR 40TH ANNIVERSARY



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Looking for ways to serve the best cookie in the country, across the country! A new Licensee in Cincinnati, looking for the right venue to distribute Blue Chip Cookies.





OUR LEGACY LICENSEE

LEAWOOD, KS LICENSEE

Blue Chip Cookies and Ice Cream in Leawood, KS has one priority, and that's to deliver delicious, from-scratch, gourmet cookies with the intention of providing the best customer service.

Blue Chip Cookies is known as a "box of happiness and smiles." Everyone loves cookies, but Blue Chip is not just your ordinary cookie. For 25 years it has been called by many the best cookies in Kansas City and place of memories made and traditions.

Blue Chip is located at Town Center Plaza and we are family owned. We purchased in 2014, and we became licensees versus franchisees, which gave us the flexibility to add new items, be creative with our ice cream, market through social media and build our customer base!

At Blue Chip, we bake fresh everyday using the famous, proprietary recipe featuring 20 rotating flavors of cookies, cookie cakes and ice cream products."

Jennifer and Tom Balsbaugh
Leawood, KS



“But in the end, I found that some of the best cookies were the ones that you might think of first: the big, fancy cookies from Blue Chip Cookies!

Blue Chip Cookies chocolate chip, The Best All-Around Cookie in Cincinnati!”

–Polly Campbell, The Secret Shopper
for Cincinnati Enquirer
2010

WHAT WE OFFER

**A Unique Licensing and Distribution Program to Independently Owned Retailers!
Low Cost of Entry, Simple Program, High Margins, Ongoing Support and Coaching,
and New Ideas to sell more cookies!**



OUTDOOR MALLS



STAND ALONES



KIOSK INSIDE



OUR NEWEST LICENSEE-SUMMER 2020

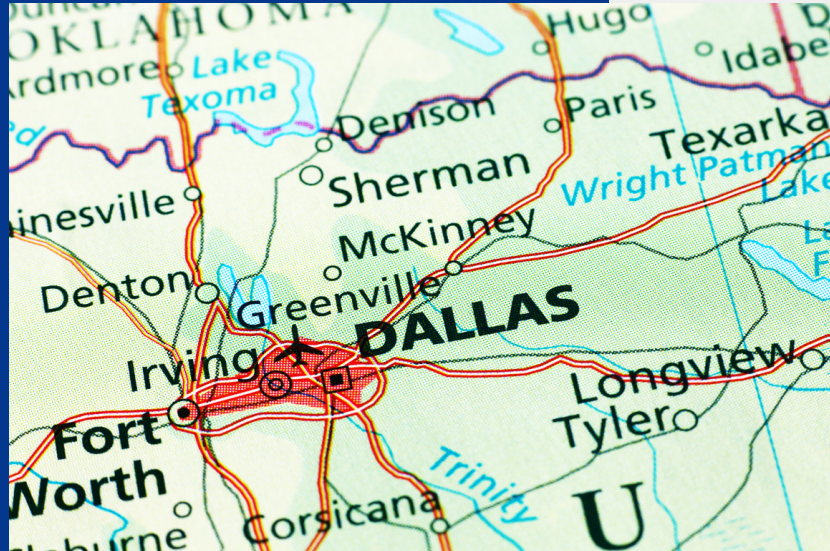
"As a long-time provider of donuts and coffee in Kansas City, Daylight Donuts of Kansas City was looking to leverage the non-peak hours operating hours from noon to 9 pm to offer complimentary, high quality, highly sought after products.



After an exhaustive evaluation process, daylight Donuts of Kansas City executed agreements with Blue Chip Cookies of Milford, OH, and Sylas and Maddy's Ice Cream of Olathe, KS. In May 2020, Daylight Donuts of Kansas City launched Blue Chip Cookies and Sylas & Maddy's Ice Cream in four stores with much fanfare. A minimal investment in equipment, updated signage, and enhanced digital menu presentation in-store led to a quick and significant increase in revenue. Not only is this allowing us to maximize our non-peak hours with new product offerings, but this increased exposure for customers who are coming to us for cookies and ice cream has also lifted our core donut business.

Keep in mind that we see this success despite operating in a COVID-19 environment with mandates to wear masks inside and maintain social distancing. Once someone takes a bite of a Blue Chip cookie or inhales a spoonful of Sylas and Maddy's Ice Cream, we've hooked them because the product is so good."

Daylight Donut Kansas City Team



OUR FUTURE LICENSEE-FALL 2023

"After many years in the pizza business we decided to open an ice cream shop in 2017, we wanted to add a year-round revenue stream and started looking for cookies.

After looking at multiple cookie concepts and not having any luck we discovered Blue Chip Cookies. We could not believe the quality of the cookies and we were instantly hooked.

Bob and Donna have been so helpful in showing us everything in the cookie business, we can't wait to open in January 2022 and actively search for our second location."

Charlie and Jeannie Clark
Sherman, Texas

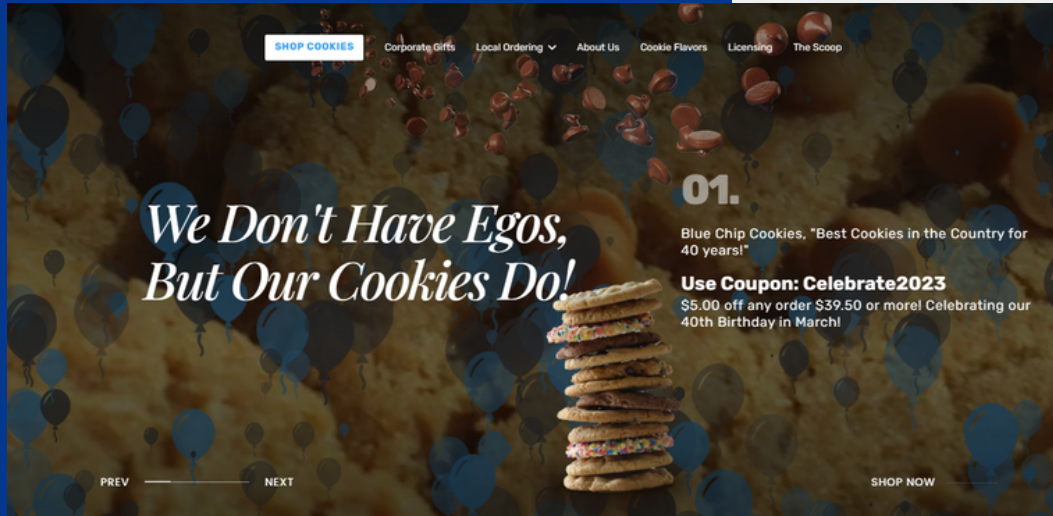
LICENSING VS. FRANCHISING

(YOU'RE IN CONTROL VS. THEY'RE IN CONTROL.)



- Our system can “plug” into an existing retail store or create a new store/venue with Blue Chip Cookies as a marquee item.
- We offer this licensing and distribution opportunity at an affordable cost by focusing on our cookie expertise and letting the entrepreneur/retailer focus on what is best for their marketplace and business model. A better approach in the 21st century.
- As a Blue Chip Cookies operator, you are a licensee, not a franchisee. As such, you do not pay a franchise percentage (8-10% stays in your pocket), no marketing co-op fees, no store layout requirements or colors, and no surprise mandates.
- More profit, fewer costs, expand your offering at a minimal cost.

BLUE CHIP COOKIES' LICENSING PROGRAM



What is the cost of the Licensing & Distribution Program, and what does it include?

- Becoming a Licensee is a one-time \$6500 for the Onboarding and Certification Program for the first location. Additional locations will be at a reduced fee. (for perspective average Franchise Fee is \$30,000)
- Annual Licensing Fee of \$500/year per location. Regional or Enterprise Licensing Fee is available.
- Open to new distribution ideas and retail venues.
- Required to use specific ingredients and must purchase "BASIC" through Blue Chip Cookie Company.
- Enjoy 80% margins.



PLUS ONGOING SUPPORT

- Ongoing coaching from the Blue Chip Cookies Team on all aspects of selling Blue Chip Cookies in your marketplace.
- Recipe Binder updates throughout the year.
- New flavor ideas that sell.
- Your location is on the Blue Chip Cookies Website.
- Access to photo portfolio.
- Marketing Materials
- Ongoing training.
- Purchasing secret ingredients, the "Basic."
- Licensee Network
- A chance to participate in the E-commerce Fulfillment Program starting in 2024.



KEY QUESTIONS

How much will it cost to start the Blue Chip Cookies Business?

Each Licensee will have different goals and start-up costs based on location, business model, product portfolio, leases, and new or established site.

Major equipment required to bake and serve to the public can vary based on your goals. Below is a list of typical equipment needed:

- A mixer (20 or 30 quarts)
- A convection oven (counter or free-standing)
- A refrigerator and freezer (small or large)
- Display case (counter or freestanding.)
- Baking racks and trays.
- Small-wares such as containers, scoops, whisk, pans, scale, and measuring cup
- Initial ingredient inventory, and other miscellaneous equipment.
- We provide a full list of equipment and smallwares. If you currently have an ice cream shop, coffee shop, bakery...many of the things on the list you might already have in your store.

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Please call us to discuss! Looking forward to "baking up" a plan that will make a difference to your business!

Contact Us

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