



BLUE CHIP COOKIES' LICENSING & DISTRIBUTION PROGRAM

**A Sweet Opportunity to make more
DOUGH**





OWNERS AND OPERATORS OF THE BLUE CHIP COOKIE COMPANY

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**DO YOU WANT TO SERVE THE
BEST GOURMET COOKIES IN
YOUR COMMUNITY OR
MARKET?**

**OVER 40
VARIATIONS, WITH
MORE TO COME!**



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.
- Open a new location!

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 would not 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 41 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. We are still going strong, just in a different way.



OUR HISTORY~~1983 TO 2024

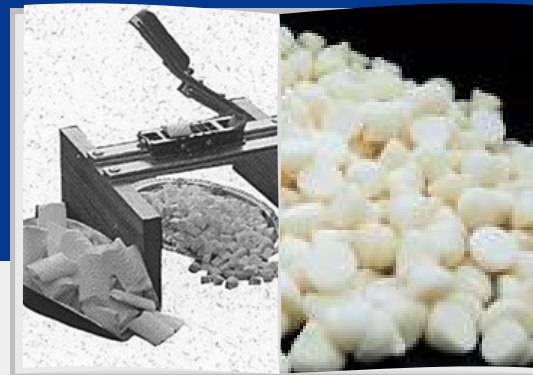
41 YEARS-IT IS ALL ABOUT THE RECIPE!



1983

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

From the incredible Chocolate Chip to the famous White Chocolate Macadamia and the Chocolate Chip Cookie to the country, and the world has never been the same!



1985

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.

Clint Eastwood famously said after tasting Blue Chip Cookies~
"Best Cookie I have ever tasted."
Check out all our reviews on our website!
Nothing has changed.





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 taste the butter, vanilla, and brown sugar -- and every bite is packed with chunks of excellent, endorphin-producing chocolate.

San Francisco Weekly



“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

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*

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! We make money only when you make money!



OUTDOOR MALLS

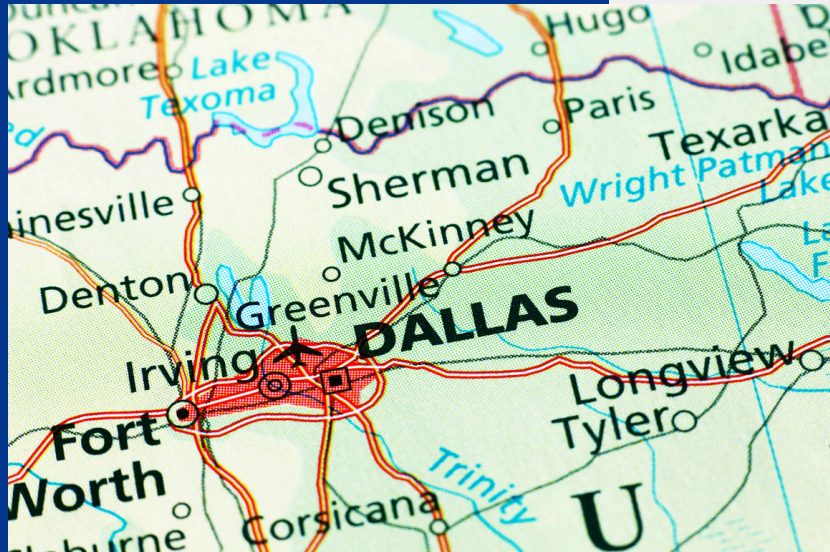


STAND ALONES



**KIOSK INSIDE A
FRANCHISE SYSTEM**





OUR FUTURE LICENSEE-SUMMER 2024

"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 July 2024 and actively search for our second location."

Charlie and Jeannie Clark
Sherman, Texas

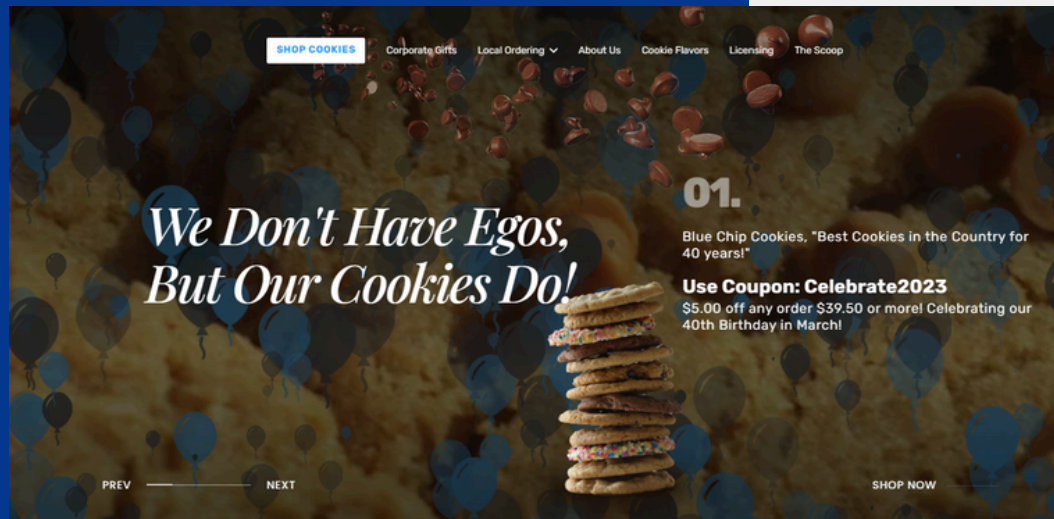
LICENSING VS. FRANCHISING (YOU'RE IN CONTROL VS. THEY'RE IN CONTROL.)



- 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 \$7000 for the Onboarding, Coaching, and Certification Program for the first location. Additional locations will be at a reduced fee. (for perspective, the average Franchise Fee is \$30,000)
- There is an Annual Licensing Fee of \$500/year per location.
- A regional or Enterprise Licensing Fee is available.
- The annual licensing fee is waived once a licensee reaches a purchase level of "BASIC," as outlined in their licensing agreement.
- Open to new distribution ideas and retail venues.
- Required to use specific ingredients per recipe and purchase "BASIC" through Blue Chip Cookie Company.
- Enjoy 80%+ margins on cookies, cookie cakes, cookie slices, and more.
- Be a part of the online order fulfillment process.

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.
- 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. On average, the budget for a start-up for licensing fees, initial equipment, signage, and starting inventory is \$18,000-\$25,000, an average of \$20,000. As we mentioned, every location has its unique DNA.

• Certification Fee-	\$7,000.00
• Year 1 Licensing Fee-	\$ 500.00
• Equipment Est-	\$5,000.00 -\$11,500
• Signage In/Out-	\$1,500.00
• Starting Ingredient Inventory-	\$2,500.00
• Misc-	\$1,500.00
Estimated--	\$18,000.00-\$25,000.00



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What is the major equipment?

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, whisks, pans, scales, and measuring cup
- Initial ingredient inventory and other miscellaneous equipment.
- We provide a complete list of equipment and small wares. If you currently have an ice cream shop, coffee shop, bakery, or many other things on the list, you might already have them in your store.
- Estimated for a new start up is \$7,000-\$12,000 for equipment, based on new or used.

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

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