



BLUE CHIP COOKIES' LICENSING & DISTRIBUTION OVERVIEW

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/>



Are you looking for a simple solution to maximize revenue potential at your current location(s), utilizing the equipment and overhead you have already invested in?

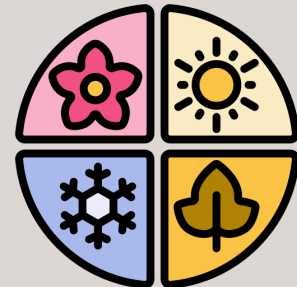
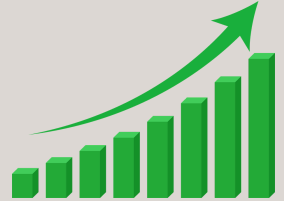
IF THE ANSWER IS YES, WE HAVE A SWEET & SIMPLE OPPORTUNITY TO:

Increase:

- Weekly Revenue
- Weekly Customer Count
- Store Average Ring
- Dollars earned per square foot
- Market Penetration
- New Customers-Corporate
- New Customers-Catering
- New Customers-Online
- Employee Productivity

Decrease:

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





ABOUT BLUE CHIP COOKIES

"Best Cookies in the Country" has been the motto since 1983.

From the outset, it was clear 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 42 years ago.

The public immediately fell in love with the aroma and taste of these unique gourmet cookies, making them instantly one of the most memorable cookie experiences.

We are still going strong, just in a different way...Licensing, Online, Local Delivery, DoorDash, Catering, and more.

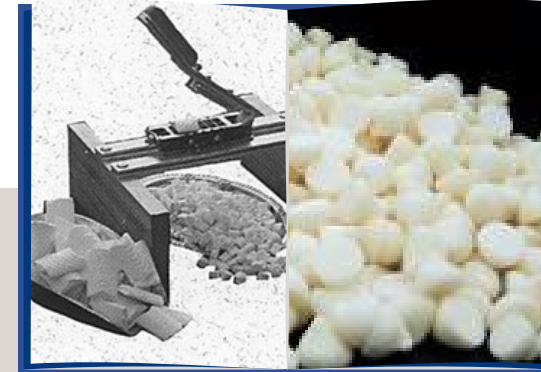
OUR HISTORY~1983 TO 2025

42 SWEET YEARS



MARCH 1983

Fisherman's Wharf, San Francisco! People are in awe of the delicious and decadent cookies you purchase by the pound! 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."
Check out all our reviews on our website!
Nothing has changed.**



THE BLUE CHIP JOURNEY!

"It is all about the cookie! We don't have egos, but our cookies do!"



1986-1997

Blue Chip Cookies is expanding its franchise presence across various states, including California, Connecticut, Georgia, Indiana, Kansas, Kentucky, Louisiana, Massachusetts, New Jersey, New York, Ohio, Texas, Washington, and West Virginia.

As shopping malls increased in number, Blue Chip Cookies grew along with them. Matt Nader dies suddenly. At one point, there were over 60 franchised locations.



1998

After Matt's death, B.C.C. Enterprises, based in Edgewood, KY, purchases the Blue Chip Cookie Company. B.C.C. Enterprises was the largest franchisee of the Blue Chip Cookie Company, owning now 16 out of the 22 stores.



1999-2004

By 2004, Blue Chip had been named "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 are shipping!)



2005

In November 2005, Bob Heine and Donna Drury-Heine, based in Loveland, OH, purchase the Blue Chip Cookie Company. We are now the third owners and are celebrating 20 years of owning this iconic brand. And celebrating 20 years of owning this iconic brand.





”

“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**

2011

STANDING THE TEST OF TIME!

2025..CELEBRATING OUR 42ND YEAR



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 1500 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. 2008 Economy impacted many retailers.



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.



2020-2025

COVID-19 Hits. A new licensee emerges in Sherman, TX, and opens in the summer of 2024. A new location just opened in Hamilton, OH and a new location in Valencia, CA opens in July 2025.

Looking for ways to serve the best cookie in the country, across the country!



STANDING THE TEST OF TIME!

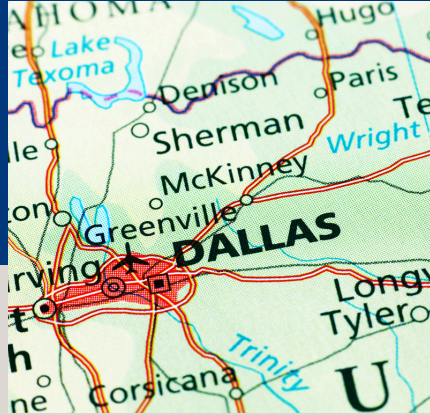
2026...Celebrating our 43th anniversary



2023 Celebration

40 Years serving the best cookies
in the country.

Licensing resumes!



August 2024 Sherman
Texas

New Licensee opens in Sherman,
Texas! Beth Marie's Ice Cream and
Blue Chip Cookies!



July 2025
Hamilton, OH

Coffee Cup Overflowing now
serving Blue Chip Cookies, along
with Ice Cream and there
incredible Coffee Drinkls.



October 2025
Valencia, CA

New Store Opening coming--
Henry's Cookies & Cream
Featuring Blue Chip Cookies





Sherman, Texas



OUR NEW LICENSEE-FALL 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 October 2024 and actively search for our second location."

Charlie and Jeannie Clark
Sherman, Texas

WHAT WE OFFER

SIMPLICITY, NEW STREAM OF REVENUE, BEST COOKIES, MORE CUSTOMERS, HIGHER SALES PER SQUARE FOOT, INCREASE IN AVERAGE RING, A YEAR ROUND DESTINATION!



OUTDOOR/INDOOR MALLS



STAND ALONES



**FRANCHISE
WITH KIOSK INSIDE**



RETAIL STRIPS



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.
- You have the freedom to do what is right for your store and your marketplace.



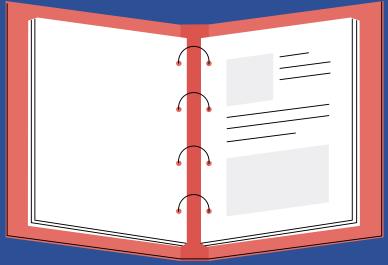
WHAT IS INVESTMENT?

- The purchase of the equipment needed to mix, scoop, tray, bake, merchandise, and serve/sell the cookies in your location or deliver to marketplace customers.
- **Training & Certification-One Time Payment-\$9000.00**
For perspective, the Franchise Fees range from \$35,000 to \$50,000 for a cookie franchise.
- Initial Licensee Fee of \$600 per location, paid at the time of the agreement.
- Thereafter, the Annual Licensee Fee is \$600.00 on January 15th of each year. *This fee is waived if the Licensee reaches the agreed-upon Annual BASIC purchase level and sustains that level or higher for the duration of the agreement.*

BLUE CHIP COOKIES' LICENSING PROGRAM

What does the \$9000.00 one-time payment include:

- We certify you and one other person to be the “Train the Trainer” for your store.
- “Licensee Certification Binder, along with all Recipes.
- Coaching you through the start-up process to include location selection, layout, creative ideas, offerings, etc.
- Training will take place over 3 days at our facility in Milford, OH, for two individuals, ideally including the owner as one of the participants. Each additional participant costs \$750.00. Hotel and meals included. The licensee must pay for travel to Milford, OH.
- Licensee Certification to hang in the store and the right to use all trademarks and recipes at the specific location.
- Licensee Welcome Starter Pack, which includes required scoops, marketing materials, trademarked items, and more, based on your store.
- Ongoing coaching for the term of agreement from the Blue Chip Cookies Team on all aspects of selling Blue Chip Cookies in your marketplace.





BLUE CHIP COOKIES' LICENSING PROGRAM

What does the Annual Licensing Fee include:

- Continued use of the trademark (logo, taglines, name).
- The use of the Blue Chip Cookies Binder that includes proprietary information of our processes, formulas, and recipes that you will use every day.
- Social Media Marketing.
- Blue Chip Cookies' email address and access to Google Drive, the Licensee Toolkit.
- Video Training on the 7-step process, two formulas, over 50 recipes, and more at your fingertips.
- Recipe Binder updates throughout the year and new flavor ideas that sell!
- Industry Trends, Beta Testing, and rolling out: DoorDash, EzCater, TooGoodtoGo
- Your location is on the Blue Chip Cookies' Website, along with your Online Ordering Links.
- Marketing Materials and Licensee Network of Sharing.
- Affiliate marketing, if a customer purchases online and ships using your affiliate code.
- Licensee Share Meetings 1x month.



KEY QUESTION: COST

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, equipment already on premises, product portfolio, leases, and whether the site is new or established. We refer to this as your unique Store DNA.



KEY QUESTION: COST

What is the cost to start the Blue Chip Cookies Plug In?



1. Planetary Mixer (20-30 quarts)-do not purchase a mixer higher than 30 quarts, we are a small batch recipe of 14-28 lbs.
 2. A convection oven free-standing with five shelves (no need for double stack at this point.)
 3. A small refrigerator for eggs and butter.
 4. A small reach in freezer for freezing cookie pucks.
 5. A prep table for mixing. Scooping & tray table, depending on space.
 6. Baking racks on wheels and baking full trays.
 7. An impactful freestanding display case.
 8. Initial ingredient inventory and storage.
 9. Signage, Marketing, and packaging materials.
 10. Licensing Agreement, Certification, and Licensing Fee.
- Established Retail Food with 60%-\$70% of equipment already. Estimated investment-\$15,000-\$17,000
 - Established Retail Food with 40%-50% of equipment already. Estimated Investment-\$18,000-\$24,000
 - Established Location or New Location with 0% of equipment. Estimated Investment for just Cookie Plug-In: \$25,000- \$35,000



OUR LEGACY LICENSEE

LEAWOOD, KS

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 30 years, it has been called by many the best cookies in Kansas City, a place of memories made and traditions.

Blue Chip is located at Town Center Plaza, and we are a family-owned business. We acquired the location in 2014, transitioning from franchisee to licensee. This change provided us with the flexibility to introduce new items, be creative with our ice cream offerings, market through social media, and expand our customer base.

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

JENNIFER AND TOM BALSBAUGH
LEAWOOD, KS



PLEASE CALL US TO DISCUSS! LOOKING FORWARD TO "BAKING UP" A PLAN THAT WILL MAKE A DIFFERENCE TO YOUR BUSINESS!



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[CLICK HERE TO BOOK A TIME ON THEIR CALENDAR](#)