



BLUE CHIP COOKIES' LICENSING & DISTRIBUTION OVERVIEW

A Sweet Opportunity to make more
DOUGH!





Looking to grow your revenue and profit at your location?

Perhaps Coffee Shop, Ice Cream Shop, Cafe, Sandwich Shop, Bakery, or a New location?



Maximize what you've already invested in—your people, equipment, and overhead!

WE HAVE A SWEET & SIMPLE OPPORTUNITY



Increase:

- Weekly Revenue
- Weekly Customer Count
- Dollars earned per square foot
- Average Ring
- New Channels of Business
- Employee Productivity

Decrease:

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

With a minimal investment and simple execution, you can make a superb product from scratch.

THE COOKIE MARKET IS BOOMING.

“The cookie business illustrates the challenges of balancing growth with sustainability. While Crumbl’s rise is impressive, its reliance on aggressive franchising and corporate profits raises questions about its long-term viability.

For independent shops, innovation and community engagement remain critical to surviving in a volatile market.

- \$13B U.S. cookie market projected by 2028.
- Gourmet cookies are growing 10%+ annually.
- Cookies drive beverage and dessert add-ons.
- Perfect complement to coffee, ice cream, cafes, and bakery items.
- Customers crave nostalgic, high-quality treats.

“Dessert has been a massive emerging category for foodservice for several years now as younger generations switch up their dining out habits from full meals to treats and snacks.”

<https://www.nrn.com/>

IDEA: ADD BLUE CHIP COOKIES TO YOUR OFFERING!



- 42 years of delivering cookie excellence.
- A simple way to grow your coffee, café, store or ice cream shop revenue.
- Customers already love the Blue Chip name.
- Bake Joy. Build Profit. Be Blue Chip.

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 began looking for cookie opportunities.

After looking at multiple cookie concepts without any luck, we discovered Blue Chip Cookies. We couldn't believe the quality of the cookies, and we were instantly hooked.

Charlie and Jeannie Clark
Sherman, Texas
Blue Chip Cookies Licensee



WHY BLUE CHIP COOKIES?

- 42+ years of brand trust and loyal customers (Since March 1983).
- One of America's Most Beloved Cookie Stores.
- Made from scratch in store with Guittard and Ghirardelli chocolates, pure vanilla extract, cane sugar, molasses, brown sugar, and AA butter.
- Perfect 2 oz cookies—balanced, decadent, and unforgettable.
- Simple to make and bake in a retail environment.
- Recognized nationwide for superb cookie gifts and high-quality.
- Proven track record-the cookie is “fantastic.”
- We are nimble, innovative, and resilient. We stay one step ahead.

“BEST COOKIE I HAVE EVER TASTED!” CLINT EASTWOOD

OUR STORY~1983 TO 2025

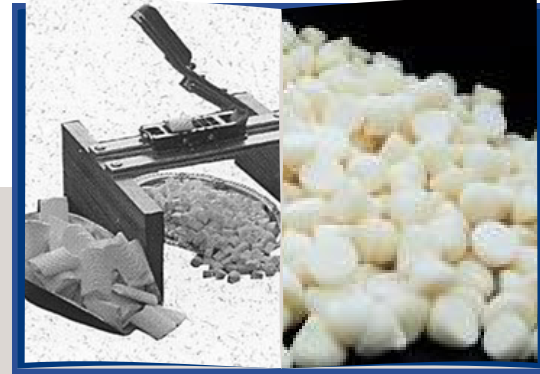
42 SWEET YEARS



MARCH 1983

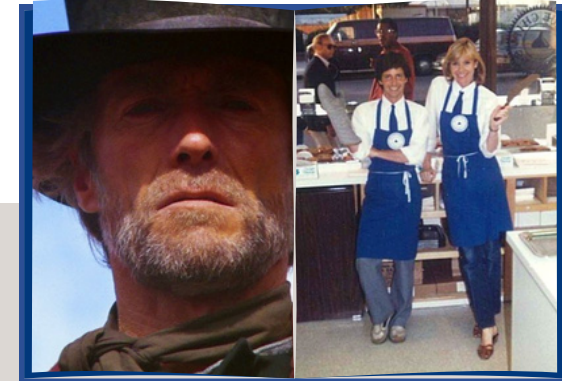
Fisherman's Wharf, San Francisco! People are in awe of the delicious and decadent cookies you purchase by the pound!

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

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.



THE BLUE CHIP JOURNEY-IMPRESSIVE

4 Decades, 3 Owners, Innovation & Resilience!



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 October 2025!

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



STANDING THE TEST OF TIME!

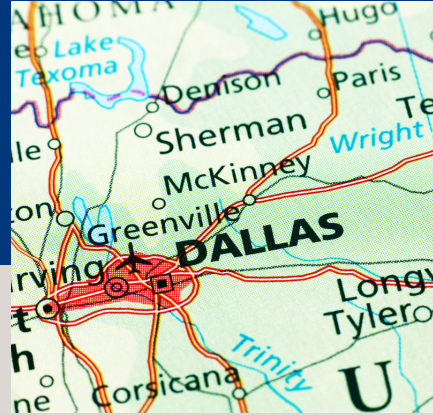
2026...Celebrating our 43th anniversary



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



WHY ADD BLUE CHIP COOKIES?

THE COOKIES ARE DELICIOUS.

+

THE HISTORY IS IMPRESSIVE.

+

THE NUMBERS DELIVER

+

THE INVESTMENT IS SMALL.

+

THE EXECUTION IS SIMPLE





SCENARIO

**ADD
BLUE CHIP
COOKIES
TO
A COFFEE SHOP**

THE 4X LIFT-BLUE CHIP COOKIES

MINIMAL INVESTMENT, SAME OVERHEAD.

Consider This Coffee or Ice Cream Location Scenario

Annual revenue: \$250,000 (coffee + pastries) or (Ice Cream)

Open: 6 days/week (312 days)

Customers/day: 77 → 24,038/year

Average ticket: \$10.40

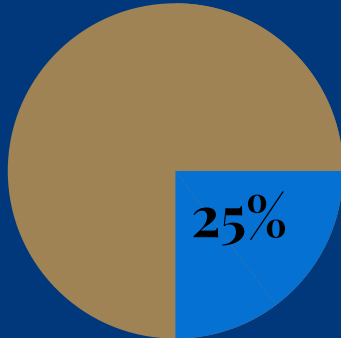
Gross margin: 50% = \$125,000 profit

Goal: Grow the Business to cover the annual rent of \$50,000



1X POWER LIFT SCENARIO 1#

COFFEE SHOP ADDS BLUE
CHIP COOKIES — WITH
JUST CURRENT
CUSTOMERS!



CUSTOMERS/DAY: 70 ➤
21,840/YEAR

THE “1X” LIFT ***EXISTING CUSTOMERS***

Consider this, a conservative consideration

- If **1 out 4** customers on average purchased \$6.00 of cookies, it would LIFT annual revenue by \$36,057 (the average purchase made on cookies typically is \$11.00)
- Gross profits would increase \$21,294 and the gross margin would go from 50% to a minimum of 55%.

Metric	Before Cookies	After Cookies	Increase Revenue	Change
Total Revenue	\$250,000	\$286,057	\$36,057	14.40%
Gross Profit	\$125,000*	\$157,331	\$19,831	25.86%

What are your goals?



2X POWER LIFT

SCENARIO 2#

NEW CUSTOMERS ATTRACTED BY THE BLUE CHIP BRAND RECOGNITION

- Blue Chip's national recognition (founded in 1983, creator of White chocolate macadamia!
- Founder of National Cookie Day.
- Stores were in malls across the country from 1980 to 2019.
- Ships nationally and is known as a premium cookie gift.
- People remember and love the brand after 42 years! "Fantastic Cookie!"



2X LIFT

****BRAND NEW CUSTOMERS****

Metric	Value
10 % increase in customers (24,038)	+2404 new visitors /year
Avg. spend (coffee + cookie)	\$12.50
New customer revenue	\$30,050/ year
Gross margin (55 %)	\$16,527/ year

**Based on the Pull of Blue Chip Cookies,
A conservative 10% growth in new customers is expected by adding Blue Chip
cookies to the current location.**

- The average ring goes up.
- Revenue goes up.
- Gross margin increases.





3X POWER LIFT

SCENARIO 3#

- DOORDASH, UBER, EZCATER
- GIFT BOXES (\$15-\$30 RANGE)
- CORPORATE HOLIDAY ORDERS
- COOKIE CAKES (\$33-\$57)
- COOKIE CATERING FOR EVENTS
- SEASONAL REVENUE---VALENTINE’S DAY, MOTHER’S DAY, FATHER’S DAY, SCHOOL EVENTS, AND NATIONAL RECOGNITION DAYS.



3X LIFT COOKIE INDUSTRY

+ \$25,000

Metric	Before Cookies	1x Lift	2x Lift	3x Lift	Change
Total Revenue	\$250,000	\$286,057	\$316,107	\$341,107	36.40%
Gross Profit	\$125,000*	\$157,331	\$173,858	\$187,608	50.00%

4X POWER LIFT

TOTAL IMPACT

+29.5 % TOTAL REVENUE GROWTH
+54 % PROFIT GROWTH
+10% NEW CUSTOMERS

INCREASE

AVERAGE RING
DOLLARS/SQUARE FOOT

REDUCE

% OF LABOR VS. REVENUE

AND THE 4X
PREMIUM BRAND PERCEPTION
SEAMLESS OPERATIONAL INTEGRATION
SAME OVERHEAD!
YOUR TEAM
YOUR IDEAS
YOUR PASSION
YOUR MARKETING

4 X...TOTAL IMPACT JUST BY ADDING BLUE CHIP COOKIES!

Growth Source	Added Revenue	Added Gross Profit
Existing customers buying cookies 1x	\$36,057	\$19,831
New customers (brand draw) 2x	\$30,050	\$16,527
Seasonal / gift cookie sales 3x	\$25,000	\$13,750
You-4X-Scaleability, Passion, Sampling, Marketing, Online, Fulfillment. Conservative	\$10,000	\$5,500
Total Impact-4X	\$101,107	\$55,614



YOU ARE IN CONTROL!



- License—not a franchise: you keep 100% of your profits.
- No royalties, co-op fees, or mandated layouts.
- No reports, forced promotions, or rotating cookies mandated.
- Freedom to fit your market and business model.
- Full access to recipes, marketing tools, and support.

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

BLUE CHIP COOKIES' LICENSEE START UP PROGRAM

Cost: \$9,000

3 Easy Payments:

Payment 1: \$3500.00 with agreement signed–non refundable.

Payment 2: \$3500.00 one month before training.

Payment 3: \$2000.00 one week before training.



- Licensing Agreement created to specification. Areas are available.
- Business Plan Creation and Coaching you through the start-up process, diagnostic review, location selection, kitchen layout, creative merchandising ideas, offerings, etc.
- We certify two people as “Train the Trainer” for your store and company.
- 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.
- Receipt of the “Licensee Certification Binder, along with all Recipes, both in hardcover book and online.
- Licensee Welcome Starter Pack, which includes required scoops, marketing materials, trademarked items, and more, based on your store.
- Ongoing personal coaching for the term of agreement from the Blue Chip Cookies Team on all aspects of selling Blue Chip Cookies in your marketplace.
- **This certifies you as a Blue Chip Cookies Licensee for the term of your agreement; no renewals required after the initial 5 years —just excellence and in good standing.**

BLUE CHIP COOKIES' ANNUAL LICENSING FEE



Cost: \$600/year (paid January 15th of each year.)

- Use of the trademark (logo, taglines, name).
- The use of the Blue Chip Cookies Binder 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.
- Licensee Portal: 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.
- Online Licensee website where licensee can purchase ingredients, tools, trademarked items, and reduced cost due to buying in bulk.
- Affiliate marketing occurs when a customer makes an online purchase and ships using your affiliate code.
- Licensee Share Meetings.



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 area is new or established. Our program offers the flexibility retailers need to turn and pivot —and profit.

We refer to this as your unique Store DNA.

We will conduct a diagnostic to determine what you need, provide a cost estimate, and offer ideas to keep your startup costs low by leveraging your current location, our vendors, our experience and your goals.



COSTS JUST DEPENDS:

1. Planetary Mixer (20-30 quarts) - Do not purchase a mixer higher than 30 quarts, as 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.



STORE DNA DRIVES INVESTMENT.

Brand New Store
\$28,000-\$30,000

Existing Store
25% of Equipment
\$22,000-\$25,000
Cookie Package

Existing Store
50% of Equipment
\$18,000-\$22,000
Cookie Package

Existing Store
75% of Equipment
\$16,000-\$18,000
Cookie Package

Buy what you need to start! Used Equipment is BIG PLUS!
The above includes #10 in the investment.

**SCHEDULE A 30-MINUTE CALL WITH DONNA & BOB.
READY TO SWEETEN YOUR BUSINESS WITH THE BEST COOKIE IN COUNTRY?**

CONTACT US

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donna@bluechipcookies.com

MAILING ADDRESS

5991 Meijer Drive, Suite 24
Milford, OH 45150

PHONE NUMBER

Bob's Cell-513.518.5682
Donna's Cell-513.518.5681



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

