

# Cheryl's Cookies®

For life's delicious moments!™

Founded in 1981, Cheryl's Cookies® has quickly grown a loyal customer following for its quality fresh-baked desserts using only the finest ingredients, including individually wrapped cookies, brownies, and cakes. Cheryl's Cookies® is well-known for its cut-out cookies with buttercream frosting and its selection of specially designed, hand-crafted baked goods for everyday and special occasion gifting.

## FUN FACTS

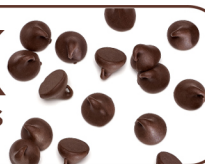
**115M**  
TREATS CREATED  
EACH YEAR



**9M**  
POUNDS OF  
COOKIE DOUGH  
BAKED EACH YEAR

**2.5M**  
POUNDS OF BUTTERCREAM  
FROSTING USED ANNUALLY

**600K**  
CHOCOLATE CHIPS  
USED PER YEAR



## BIGGEST OCCASIONS

 HOLIDAY SEASON

 HALLOWEEN

 VALENTINE'S DAY

 EASTER

## MOST POPULAR FLAVORS

Buttercream Frosted Cut-Out



Chocolate Chip



Classic Old Fashioned Sugar



Oatmeal Raisin



Frosted Triple Chocolate



**Cheryl's**  
cookies

FOUNDED

**1981**

Acquired by  
1-800-FLOWERS.COM, Inc.: 2005

HEADQUARTERS  
**Westerville, OH**

WEBSITE  
**cheryls.com**

## CLUBS & SUBSCRIPTIONS

Cheryl's Cookies® offers clubs and subscriptions, including:

**Buttercream Frosted Cut-Out  
Cookie of the Month Club**

**Flavor of the Month Cookie Club**

These options are available on a  
pay-as-you-go and pay-up-front basis.

## SOCIAL



@CherylsCookies

## MEDIA CONTACT

EMAIL

MediaInquiries@1800flowers.com

PR Hotline  
(516) 237-4521



# Cheryl's Cookies®

## HOW WE ENGAGE OUR CUSTOMERS



This blog features behind-the-scenes content, celebratory tips for special occasions, recipe ideas, and more.

*Cheryl's*  
cookies  
**COOKIE CONVOS**

Talented bakers around the country answer questions and bake up something exclusively for Cheryl's Cookies® fans – from Instagram-worthy cookie decorating to cookie flavor pairings.

## OUR PRODUCTS

100+ different kinds of cookies, cupcakes, brownies, and cakes including gluten-free, sugar-free, vegan, and Kosher options.



Buttercream Cookies



Cupcakes



Cookie Sandwiches



Brownies



Cakes



Cheryl's Brookies®

## DIFFERENTIATED OFFERINGS



Cheryl's Cookies® has made its famous cookie dough available for nationwide shipping and baking at home. Customers can choose from a variety of flavors and top off their creations with Vanilla Buttercream Frosting or Yellow Buttercream Frosting.



Cheryl's Cookies® offers a variety of do-it-yourself cookie decorating kits with everything needed to craft fun and delicious creations with family and friends.