

# COOKIE DÓ



HOME-MADE, MADE EASY HOME-MADE, MADE EASY



# BUSINESS INTRO

# COOKIE DÓ

- 🍪 Family owned and operated business established in 2007
- 🍪 Backed by generations of home bakers and food service professionals
- 🍪 Cookie Dó was launched in early 2021 with record breaking sales
- 🍪 100% in-house production in our purpose-built facility in Tallaght, Dublin
- 🍪 Quality, Taste, and Convenience are our top priorities
- 🍪 Building a brand that belongs in every kitchen and every weekly shop



# PRODUCT DETAILS

# COOKIE DÓ

- 🍪 Chilled product
- 🍪 6-week shelf life from time of production
- 🍪 12 units per case
- 🍪 6 main flavours with seasonal and unique varieties available



**100%  
IRISH  
MADE**

# OUR FLAVOURS

# COOKIE DÓ

## Original Flavours

- 🍪 Milk Chocolate Chip
- 🍪 Triple Chocolate Chip
- 🍪 White Chocolate Chip
- 🍪 Peanut Butter & Chocolate Chip
- 🍪 Vegan Chocolate Chip
- 🍪 Salted Caramel & White Chocolate Chip

## Seasonal Flavours

- 🍪 White Chocolate Chip & Raspberry
  - 🍪 Gingerbread
  - 🍪 Red Velvet
  - 🍪 Mince Pie
- and more...



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# SUSTAINABILITY & USP's

# COOKIE DÓ

## Sustainability

- 🍪 We aim to reduce the amount of excess packaging in the industry
- 🍪 We use 50% less packaging than our competitors
- 🍪 We are constantly researching more sustainable packaging, such as multipacks...
- 🍪 Currently completing the 'Origin Green Programme'

## USP's

- 🍪 Uniquely 100% Irish brand
- 🍪 The most convenient way to bake fresh cookies in your home oven
- 🍪 Cut along the pre-marked packaging, place on a baking tray, and into the oven
- 🍪 Suitable for freezing



# MARKET ANALYSIS & PRODUCT FIT

# COOKIE DÓ

- 🍪 Cookie Dó established a sub-category that has been significant in US Markets for years
- 🍪 25% cheaper than our closest competitor
- 🍪 100% Irish-Made Product



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# SUPPORT & PROMOTIONAL PLAN

# COOKIE DÓ

- 🍪 A growing cult-following since our launch in June 2021
- 🍪 Cookie Dó is being added to weekly shopping lists
- 🍪 New and Seasonal flavours is creating new excitement
- 🍪 In-person brand activation and events year-round
- 🍪 Events such as Bloom, Electric Picnic, Gifted @ The RDS, Ideal Home Show etc.
- 🍪 Strong social media presence with constant customer engagement
- 🍪 In-store demos and promotions



# GET IN TOUCH

# COOKIE DÓ

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🍪 Our Website: [www.cookiedo.ie](http://www.cookiedo.ie)

🍪 Instagram: [@cookiedo.ie](https://www.instagram.com/cookiedo.ie)



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