



CONTACT

Brady or Shaun Breese, co-owners

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FACT SHEET

BACKGROUND

Urban Cookies, LLC opened November 1, 2005. It is a boutique cookie company baking gourmet cookies with nearly all organic ingredients. Its cookies are made in four varieties and its gift packages can be purchased online at www.urbancookies.com or at its retail store at 4711 N. 7th St. in central Phoenix, Ariz.

Urban Cookies was founded on a philosophy that includes social responsibility through quality ingredients, giving back to the community and eco-friendly operational practices.

Urban Cookies competitive advantage is a combination of gourmet, quality ingredients, unique gift packaging and a simple online ordering process. It appeals to the customer who is looking for a hip gift alternative.

In May 2009, Urban Cookies launched a new cupcake brand named OllieCake for the owners' son, Oliver. Offering gourmet cupcakes in four flavors, OllieCakes are made with organic ingredients and local Arizona eggs. Making up the quartet is Brown Velvet, Carrot Cake, Chocolate Chocolate and a rotating seasonal variety. OllieCake cupcakes are sold individually or by the dozen at the Urban Cookies retail store and bakery in Phoenix. For more information visit www.ollicake.com

COOKIES

- **Urban Cookie:** dark chocolate, rolled oats, toasted walnuts, and coconut bits.
- **Simple Urban:** milk chocolate layers sandwiched in a home of dark brown sugar, whole wheat flour and pour bourbon vanilla from Madagascar.
- **Urban Tropic:** sweet coconut combined with tart pineapple.
- **Urban Trail:** almonds, sunflower seeds, sweet raisins with rolled oats, brown rice crisps and a touch of cinnamon.

CUPCAKES

- **Brown Velvet:** chocolate cake with cream cheese frosting.
- **Carrot Cake:** carrot cake with walnuts and cream cheese frosting.
- **Chocolate Chocolate:** chocolate cake with chocolate ganache-butter cream.
- **Seasonal:** every few months we offer a cupcake to complement the season.

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GIFT BOXES

Urban Cookies' **Custom Gift Boxes** are all-natural, recyclable kraft boxes decorated with fun, vibrant ribbons and original chocolate art representing 35 different holidays and occasions. Customers design their own gift online and can even customize their gift box with a company logo or family photo. Gift sizes include 8, 12, 24, 36 and 48 cookies and prices are \$24.88, \$33.88, \$57.88, \$84.88 and \$102.88 respectively (+ tax, & shipping).

In September 2009, Urban Cookies launched a new line of **Signature Gift Boxes**. A simple white gift box sealed with a signature ribbon and label. Starting at just \$16.94, the Signature Gift Box is the best choice for a tight budget.

In addition, Urban Cookies also offers **Favor Gifts** which include single cookies or cupcakes and start at just \$3. They're perfect for weddings, showers and business gifts.

TUBBS MCGEE

June 2008, Urban Cookies launched its own line of dog cookies made with organic ingredients called Tubbs McGee. Named after the owners' own pound puppy, *Nutter Nanas* are made with creamy peanut butter and sweet banana chips. A 7-ounce tub is \$7 and can be purchased in the retail store.

RETAIL STORE

Urban Cookies retail store is located at 4711 N. 7th St. (7th street and Highland) in central Phoenix's Camelback Corridor. Joining the crop of new, hip retailers along 7th street such as Rowdy Boutique, Ticoz Resto-Bar, Drip Coffee Lounge, and Lisa G's, Urban Cookies' location includes a retail storefront and bakery.

The retail store is open from 11am to 6pm Monday through Thursday and 11am to 7:30pm Friday and Saturday nights. It features individual cookies and cupcakes for purchase, organic beverages, and gifts.

OWNERS

Husband-wife team, Brady and Shaun Breese. Phoenix natives and Arizona State University alumni.

CONTACT

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