

The Cookie Department[®]

THE SNIACK LANDSCAPE





39%

OF MILLENNIALS
**SNACK FOR
ENERGY**

According to the recent report from Mintel, **Snacking Motivations and Attitudes US 2015**: nearly all Americans (94%) snack at least once a day.

What's more, half (50%) of adults snack two to three times per day.

Mintel research shows that the Millennial generation snacks for function and to stay focused throughout the day with 39% snacking for energy.

HOWEVER, WE BELIEVE...

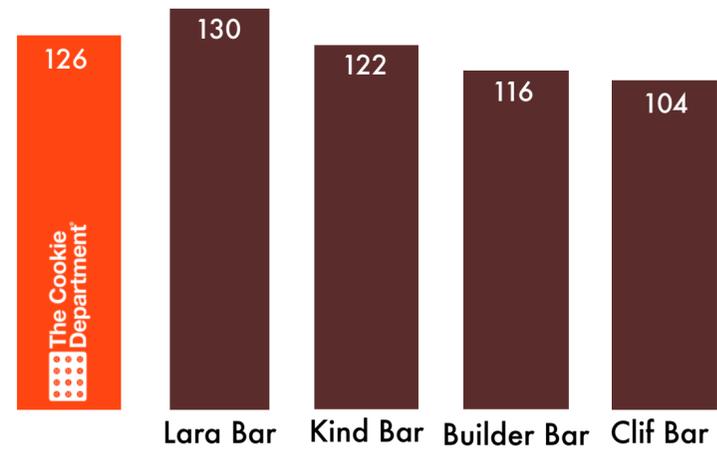
The grab n' go market is packed with snacks full of high fructose corn syrup and preservatives.

Packaged cookies for people on the go offer little to no nutritional value.

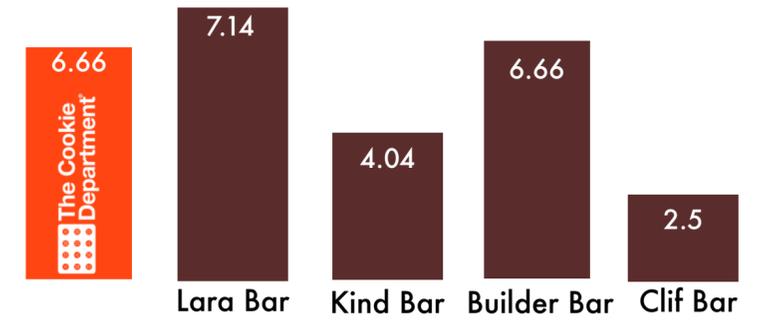
Protein bars provide nutritional benefits but are highly processed and a chore to eat.

Cookies marketed as "healthy" are overpriced and unexciting.

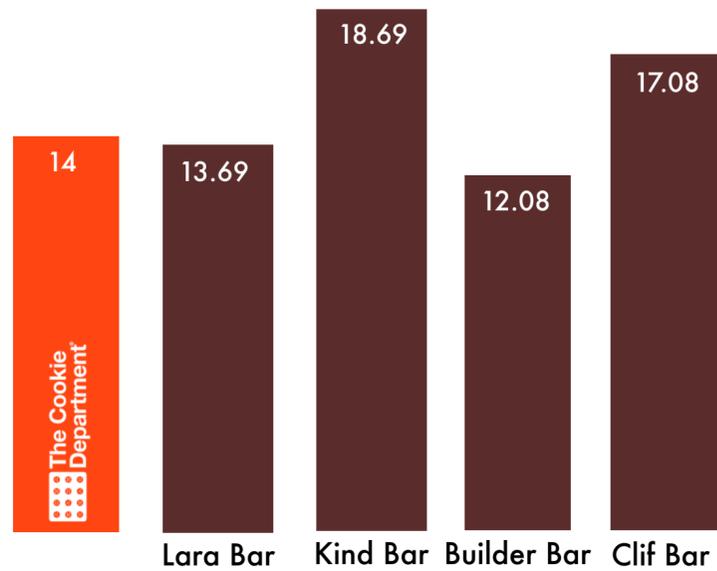
COOKIE VS BAR



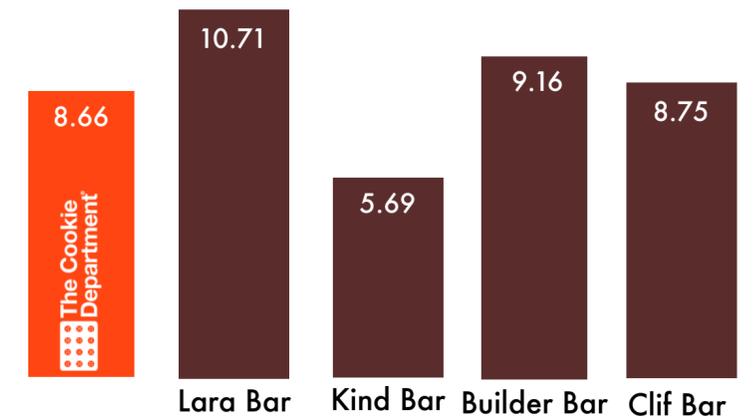
Calories Per Ounce



Fat Grams Per Ounce



Carbohydrate Grams Per Ounce



Sugar Grams Per Ounce

	Dates	Evaporated Cane Syrup	Honey	Glucose Syrup
TCD (Peanut Butter Toffee)	×	×		
Lara Bar (Crunchy Peanut Butter)	×			
Kind Bar (Peanut Butter Drk Choco)			×	×
Builder Bar (Chocolate Peanut Butter)		×		
Clif Bar (Crunchy Peanut Butter)	×	×		



WHAT MAKES

THE COOKIE DEPARTMENT[®]

SO DIFFERENT?

The Cookie Department[®] is the first-to-market line of **Fully Functional**[®] cookies to our knowledge.

With our unique twist on classic recipes, we fortify our cookies with beneficial ingredients like

- > **caffeine from Free Trade coffee**
- > **rBST free whey protein**
- > **organic superfoods**
- > **antioxidants**
- > **detoxifying spices**

providing our customers extra benefits in every bite.

All-Natural

A new take on traditional snacking using innovative and healthy ingredients

Fully-functional: each cookie provides an added performance benefit without sacrificing taste

Freeing: on-the-go-goodies for gluten free, vegan, and macro diets

Designed to stand apart: clean, contemporary branding – nothing like grandma's cookies or crunchy protein bars



OUR PRODUCT

Chocolate Chip Nookie™



Function: Vitality

Psychographic: Fitness, New Age Progressives, Tech Employees, College Students

Attributes: Made with ancient superfood Maca | Premium chocolate | 0 trans fats | All natural ingredients





Function: Energy

Psychographic: Fitness, Tech Employees, College Students

Attributes: Caffeinated | Premium chocolate | Fair trade coffee | 0 Trans Fats



Awaken Baked[®]



Tough Cookie®



Function: Strength

Psychographic: Fitness, College Students, Tech Employees, New Age Progressives

Attributes: Packed with rBST free whey protein (antibiotic free) | 0 Trans Fats | Made with toffee chips | All natural ingredients | Free of hydrogenated oil | Made with premium ingredients





Function: Wellness

Psychographic: Vegan consumers, New Age Progressives, Tech Employees, College Students

Attributes: Vegan | All natural ingredients | 0 trans fats | Made with whole grains and sweet potatoes | Loaded with beta carotene

Great Full[®]





Snap Back[®]



Function: Recovery

Psychographic: Fitness, Tech Employees, College Students, New Age Progressives

Attributes: Made with cayenne pepper and black strap molasses | Premium all natural ingredients | 0 trans fats



A close-up photograph showing a person's hand holding a wooden staff over a child's foot. The child's foot is resting on a wooden plank. The background is blurred, suggesting an outdoor setting. The text "WHERE WE'VE BEEN" is overlaid in large, white, bold, sans-serif font.

**WHERE
WE'VE
BEEN**

2008

Akiva Resnikoff creates the Awaken Baked espresso cookie in his mother's kitchen. In 2009 he launches The Cookie Department

2010 & 2011

Akiva creates four new cookie flavors each with unique functions. He coins and trademarks the term "fully functional."

2012 & 2013

TCD incorporates, raises capital from friends and family, fine-tunes its branding and packaging. and sells into 80 doors.

2014

TCD wins the Google Micro Kitchen Vendor Fair and is picked up for all their Bay Area offices.

2015

TCD raises its profile in Silicon Valley: picked up by Square, Uber, LinkedIn and Tesla and many smaller tech start ups. TCD secures distribution for Barnes and Noble College Bookstores and casino sundry giant, Marshall Retail Group

2016

In Q1, TCD outgrew its contract baker, and is currently finalizing steps to transition to two larger co-packing facilities in Q4. In addition to extending shelf life to 3 months and providing kosher certification, these facilities will be capable of handling high volume demands, which will allow us to scale up to our projected sales projections for 2016 and beyond.



THE TEAM



Akiva Resnikoff
Founder & CEO



Isaac Resnikoff
Creative



Andrea Kirschner
Finance

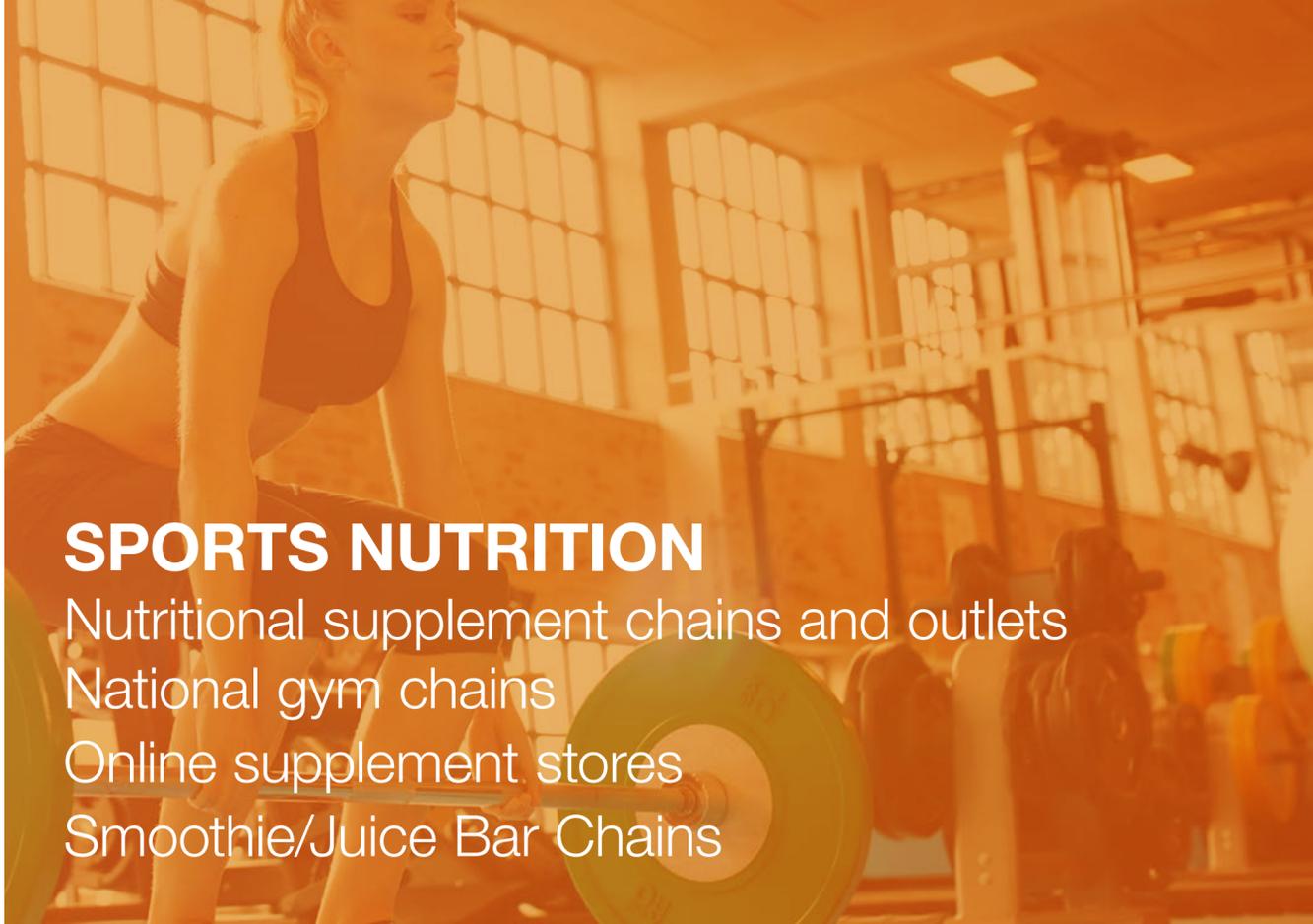


Renae Scott
Interim CMO

A group of people are shown from the chest down, holding a basketball and a whiteboard with diagrams. The scene is overlaid with a semi-transparent red filter. The text 'WHAT'S NEXT' is centered in large, white, bold, sans-serif font.

WHAT'S NEXT

2017 / 2018 PIPELINE GROWTH



SPORTS NUTRITION

Nutritional supplement chains and outlets
National gym chains
Online supplement stores
Smoothie/Juice Bar Chains



EDUCATION

Public school districts
Private lunch programs (Choice Lunch,
Revolution Foods, etc)
College campus bookstores/meal plans



CORPORATE TECH/FOOD

Corporate campus micro markets
Free vend (Silicon Valley & Silicon Beach)
Corporate holiday gifting

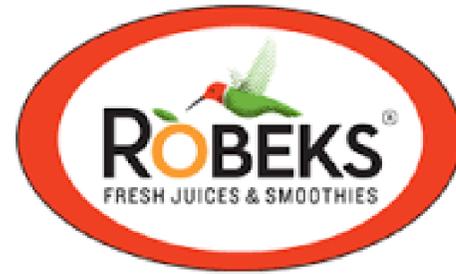


SUNDRIES/HOSPITALITY

Airport terminal newsstand stores
Casino gift shops
Hotel concession shops



REVENUE FROM MULTIPLE SALES CHANNELS



IN STORE BAKERY PROGRAM

Discerning customers shop not only based on quality, freshness and cost these days, but increasingly, health and nutrition play a large role in determining consumer buying habits. Current in-store-bakeries don't cater to the growing health market segment, but rather only offer baked goods high in fat, sugar, carbohydrates and additives.

The Cookie Department's new in-store-bakery product line mixes classic cookie taste with all natural ingredients and nutrients, to appeal to the currently underserved health minded consumer. This includes those simply seeking a healthier decadent snack, as well as consumers with specific dietary needs such as high fiber, protein, and vegan.

BAKED FRESH
EVERY DAY



Word of mouth marketing puts us in touch with our target audience.

We leverage the most media savvy of our fans as influencers to provide authentic endorsements through Instagram, Facebook and Twitter.

Promotions, giveaways and cross branding foster national and international exposure

Brand ambassadors across the country who provide in-store demos and provide a continuous feedback loop and critical two-way communication with our customers.



HERE'S WHAT PEOPLE ARE SAYING ABOUT The Cookie Department

“Your cookies really are incredible. When I received your cookies the first time I was unsure if I would be able to even eat them. I was just recovering, yet again, from another bout of food related sickness. I was so frustrated but decided to chance it.. and i’m glad I did because that was all I could consume for the next few days. I am convinced that your fully functional cookies helped me get to fully functional status again. So thank you so much!!”

**-ANILA W (ONLINE CUSTOMER)
AUSTIN, TX**

“It was hard just to eat half a cookie at a time! Each one had a different quality and seemed to help do what it said. Will order more and more! :)”

**-LISA HARRIS (ONLINE CUSTOMER)
CHICAGO, IL**

“The Cookie Department is a great addition to our pro-shop where our demand for healthy products previously excluded cookies. The first few flavors we introduced were a huge success; soon after staff and climbers wanted them all! We look forward to working with Akiva and spreading the cookie love!”

**-THE MESA RIM TEAM
SAN DIEGO, CA**

“We love working with The Cookie Department. They always provide us with excellent customer service and an outstanding product. Our staff, gym members and other guests can’t get enough of these delicious cookies!”

**- CAITLYN VOLKMAN, SENDERONE CLIMBING & FITNESS
SANTA ANA, CA**

A photograph of two runners from behind, ascending a set of concrete stairs. The runner on the left is wearing a grey long-sleeved top and black leggings. The runner on the right is wearing a grey long-sleeved top, black shorts with a neon green stripe, and grey leggings. They are both wearing athletic shoes. The background is a plain wall with a wooden handrail on the right side. The entire image has a warm, brownish-orange tint.

FOR MORE INFORMATION

WEB: thecookiedepartment.com

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PHONE: (925) 285 - 6080



@CookieDept

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FOR MORE INFORMATION

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