

2024

**Cookies**



# Innovation – Big Chunk Cookies Chocolate Chip



# Innovation – Donut Cookies

## Rich Frosted



FPO

# New Cookie Tub Packaging

MADELEINES



BLACK & WHITE COOKIES



RAINBOW COOKIES



# Seasonal Cookie Tin

In 2023, our Premium Cookie Tins transitioned from a Holiday to Everyday product.

In 2024, we will be tapping into more seasonally relevant opportunities and offering displays to drive sales. Each display holds 18 tins.



Valentine's Day



Spring/Mother's Day

