



FACT SHEET

BACKGROUND

Urban Cookies and OllieCake is a family-owned and operated gourmet bake shop specializing in made-from-scratch cookies and cupcakes created with local and organic ingredients. The company takes great pride in its passion for baking, its unwavering commitment to quality, old-fashioned values, and its strong belief in making a difference.

Although the company's roots began in 2005 with cookies, its OllieCake cupcake brand was launched in May of 2009, named appropriately after the owners' first born son, Oliver.

COOKIES

- **Dark Chocolate Walnut:** dark chocolate, rolled oats, toasted walnuts, and coconut bits.
- **Milk Chocolate Chip:** milk chocolate layers sandwiched in a home of dark brown sugar, whole wheat flour and pour bourbon vanilla from Madagascar.
- **Pineapple Coconut:** sweet coconut combined with tart pineapple.
- **Almond Raisin Oat:** almonds, sunflower seeds, sweet raisins with rolled oats, brown rice crisps and a touch of cinnamon.
- **Peanut Butter:** a simple old-fashioned delight: a crispy, chewy peanut butter cookie
- **Dark Chocolate with Sea Salt:** imagine a brownie cookie with a dash of gourmet sea salt on top

CUPCAKES

- **Brown Velvet:** chocolate cake with cream cheese frosting.
- **Carrot Cake:** carrot cake with walnuts and cream cheese frosting.
- **Chocolate:** chocolate cake with chocolate ganache-butter cream frosting.
- **Vanilla:** vanilla cake with vanilla bean butter cream frosting.
- **Lemon:** vanilla lemon cake with lemon butter cream frosting.
- **Seasonal:** every month we offer a cupcake to complement the season.

CUPCAKE WARS

On August 2, 2011, Urban Cookies' gourmet OllieCake cupcakes were featured on season 3 of the Food Network's popular Cupcake Wars reality television show themed "Miss USA.". Owner and creator extraordinaire, Brady Breese, competed on the national stage in a three-round battle worth \$10,000. With the help of the company's lead baker, Salvador Garcia, the two took home the winning prize and title of Cupcake Wars winners.

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During the competition, the two created four cupcakes that were both amazing in flavor and beautiful to the eye – all while keeping with the “Americana” theme of the 60th Anniversary of the Miss USA pageant to be held in Las Vegas. Below are the four cupcakes they created and which are now available in the company’s bake shop

- **Orange Olive Oil and Rosewater Cupcake:** an orange olive oil cake brushed with a honey glaze and topped with a rosewater scented butter cream frosting and a rose petal.
- **Peach-Berry Shortcake Cupcake:** a peach corn cake is topped with whipped cream, a berry compote and a tarragon shortcake.
- **Orange-Scented Chocolate Campfire Cupcake:** an orange-scented chocolate cake is housed in an orange half, then topped with cream cheese frosting and dark chocolate chards.
- **Tomato Soup and Grilled Cheese Cupcake:** Tomato and thyme cake is topped with a honey marscapone frosting, parmesan crisps and roasted, sugared tomatoes.

**** See the company’s web site for release dates of these cupcakes in the bake shop ****

THE BAKE SHOP

The bake shop is located at 4711 N. 7th St. (7th street and Highland) in central Phoenix’s Camelback Corridor, which includes other neighborhood eateries such as Humble Pie, That’s a Wrap, The Main Ingredient, and America’s Taco Shop. Its bake shop is open from 11am to 6pm Monday through Friday and 11am to 5pm on Saturday.

THE GIFTS

The company’s **Custom Gift Boxes**, designed specifically for its cookies, 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 for no additional charge. Gift sizes include 8, 12, 24, 36 and 48 cookies and prices are \$24.99, \$29.99, \$52.99, \$64.99 and \$79.99 respectively (+ tax, & shipping).

The company’s new **Signature Gift Boxes** are designed to accommodate both cookies and cupcakes and include a elegant chocolate brown gift box wrapped with satin ribbon and a gift tag. Starting at just \$11.99, are an affordable gift for anyone.

In addition, Urban Cookies also offers **Favor Gifts** which include single cookies or cupcakes - they start at just \$3 and can be customized for weddings, showers and business gifts.

HOW IT BEGAN

Husband and wife team, Brady and Shaun Breese are nearly natives of Phoenix. They attended Arizona State University, graduated in 1998, and married in 2001. In 2005, over a Sunday morning breakfast, they hatched an idea that combined Brady’s cooking talent with Shaun’s marketing background – the centerpiece was the Urban Cookie, a cookie Shaun made for friends and family for years. After six months of research, their dream became a reality Nov. 1, 2005, in the kitchen of a local non-profit organization.

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With simplicity and quality as the cornerstones of the business, the couple took their idea to the next level with unique, funky gift packaging and gourmet organic ingredients. The couple's strong belief in social responsibility also was incorporated into the company.

PRESS & AWARDS

Food Network's Cupcake Wars Season 3: Miss USA Winners - 2011
Greater Phoenix Chamber of Commerce Impact Award Nominee - 2011
Phoenix New Times – *Best of Phoenix* – 2009
APS' AAAME Business Mentorship Program – *Class 12* – 2009
Rachel Ray Show – *Snack of the Day* – 2009
Lexus Hybrid Living – *Retail Partner* – 2008
Sundance Film Festival – *Greenroom Partner* – 2008
Phoenix Magazine – *Best of the Valley* – 2007
HGTV – *Best Place to Start a Business* – 2007
Phoenix New Times – *Best of Phoenix* – 2007

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