



HOW TO GET OUR COOKIES IN TO THE JAR - AND HOW TO SELL THEM OUT.



SETTING UP YOUR FINE COOKIE CO. JAR

- Wearing food-grade gloves (or using tongs) form three columns of cookies, starting by placing one cookie at the back of the jar and then two at the front overlapping.
- Fill the jar in a circular fashion, placing cookies on top of each other until the jar is full. The jar should take approx. 20 cookies.
- Place the rubber seal around the neck of the jar. This will help to keep the cookies fresh, and avoid any damage to the lid when replacing it.
- Place the tag around the neck of the jar, and not around the lid. In your starter pack you will receive two sets of tags. New tags are available upon request, so the jar will always look smart.
- Place the slip mats under the cookie jars, to avoid jars slipping off glass counters.

CARING FOR YOUR FINE COOKIE CO. COOKIES

- ALWAYS rotate your cookies to ensure they are fresh.
- Keep your jars clean and inviting.
- The cookies will last approx. seven days in the jar before they start to dry out.
- Keep your cookies out of direct sun-light, and store your back-up stock in a cool, dry place.

HOW TO SELL MORE FINE COOKIE CO. COOKIES

- Remember our mantra: a full jar = more sales. So keep your jars as full as possible. Nobody wants to buy the last cookie.
- Be gentle with the cookies. Their softer texture means they need more careful handling than a hard biscuit.
- Set a realistic retail price for your cookies. We would recommend between £1.25 and £1.50.

Contact info: cookies@espressowarehouse.com 0141 420 2422

BORN IN THE USA. RAISED IN THE UK.