THE COOKIE STOP

BUILD YOUR OWN BUSINESS IN YOUR OWN AREA

Associate Programme: sell premium artisan cookies with our product, our display stands and our support. With no investment in equipment.

- **No investment in equipment**
- **Branded display stands included**
- **Training and direct support**
- **At your own pace**

Limited places per city · Every application is reviewed by hand

thecookiestop.mx/en/associates



THE MODEL

TWO WAYS TO EARN. PICK ONE OR COMBINE THEM.

There is no single way to make it work. You can sell directly yourself, place display stands in shops around your area, or do both at once.

OPTION A

DIRECT SELLING

- You receive cookies on consignment at the associate price
- You sell through your channels, at events or in your own spaces
- You keep the full margin on every sale
- You set your price, within the brand standard

Ideal if you already have a community or sell on social media.

OPTION B

PLACEMENT IN SHOPS

- We give you branded display stands to place in shops
- Gyms, cafés, barbers, offices — you choose the locations
- The margin per piece is yours: you take it at $25.00 and leave it in the shop at $33.00
- You do not need to be selling in person: you run your operation

Ideal if you have a good network of local contacts.

IT IS NOT A PYRAMID SCHEME

You earn by selling product, not by recruiting people.

IT IS NOT STREET VENDING

You work fixed, validated locations, or your own community.

IT IS NOT DISCOUNT RESELLING

It is a premium brand with a held price.

IT IS NOT FULL TIME

You set your own pace and how much you want to grow.

WHAT YOU PLACE

90 G FILLED GOURMET COOKIE

This is what goes on your stands: baked in Cuauhtémoc with real butter and filled in the centre. The shop buys it at $33 and sells it at $45 suggested.



REESE'S PIECES

Peanut cookie filled with Reese's cream and dipped in chocolate.

Shop $33 · Public $45 suggested



NUTZ BROWNIE

Brownie base with pecan, filled with hazelnut and chocolate cream.

Shop $33 · Public $45 suggested



COOKIES N' CREAM

Oreo pieces and chocolate chips with a creamy centre.

Shop $33 · Public $45 suggested



CHOCOLATE CHIP

The classic, filled with Turín chocolate pieces.

Shop $33 · Public $45 suggested

WHAT YOU PLACE

OUTSIDE AND INSIDE

This is how each flavour looks cut open: the filling is what sells it at the counter. Seasonal flavours rotate through the year and are there to revive your locations.



TROPICOCO

Coconut base, mango and coconut filling, white chocolate.

Shop $33 · Public $45 suggested



PAY DE QUESO

Vanilla with white chocolate and a creamy blackberry filling.

Shop $33 · Public $45 suggested



S'MORES

Cinnamon cookie with chips, filled with marshmallow.

Shop $33 · Public $45 suggested



PAY DE LIMÓN

Lime dough with a cream centre and a white chocolate coating.

Shop $33 · Public $45 suggested

WHAT YOU GET

YOUR ASSOCIATE KIT, WITH NO INVESTMENT IN EQUIPMENT

Once your application is approved we send you everything you need to start. The furniture and the display material are on us.

1

BRANDED DISPLAY STANDS

Professional stands designed to stand out in any shop.

2

DISPLAY STRIPS

Counter display strips, ideal for compact points of sale.

3

FIRST STOCK ON CONSIGNMENT

Your first stock at the associate price. You do not pay up front: you settle when the shop pays you.

4

TRAINING AND SUPPORT

A step by step guide, social media templates and direct support from our team.

PREMIUM PRODUCT

Real ingredients, quality packaging, baked fresh in Chihuahua.

THE STANDS ARE ON US

You do not invest in displays or furniture.

A STRUCTURED SYSTEM

A clear process, metrics and direct support from the team.

A BRAND WITH A TRACK RECORD

The Cookie Stop is known for quality, not for a low price.

THE NUMBERS

WHAT YOU PAY AND WHAT YOU LEAVE IT AT

You receive the product on consignment and keep the full margin. One price per piece: it does not move with volume, it depends on whether you collect from the kitchen or we deliver.

YOUR PRICE PER PIECE

90 g gourmet cookie

ITEM	WHAT IT INCLUDES	YOUR COST
Base price	Collect at the kitchen (Av. Columbia, Cuauhtémoc), meet us at a set point on one of our routes, or we ship it and you pay the freight	**$25.00**
Delivered	We bring it to you, within 2 hours of Cuauhtémoc	**$28.00**
Single order of 1,000+	Quoted separately, outside this list	

YOUR EARNINGS PER COOKIE

Prices in MXN

ITEM	AMOUNT	YOUR MARGIN
Suggested RRP	**$45**	–
Actual range in shops	**$40 – $60**	What they charge today
You collect from the kitchen · $25.00	you leave it in the shop at $33.00	**$8.00**
We deliver to you · $28.00	you leave it in the shop at $33.00	**$5.00**
The shop	Buys at $33.00 and sells to the public at $45.00 suggested	

Example. A route of 250 pieces a month, collecting from the kitchen, leaves **$2,000** — and **$1,250** if we deliver them. You invest nothing up front: the product goes on consignment and you settle when the shop pays you. What widens that number is opening more shops, not moving up a tier.

THE MARGIN IS YOURS

There is no commission, no fee and no cut of

WE DELIVER

Twice a week in Cuauhtémoc and Chihuahua;

NO UPFRONT INVESTMENT

The product goes on consignment: you settle

NO JOINING FEE

You do not pay to join the programme or for the

YOUR AREA IN CHIHUAHUA

WHERE WE OPERATE AND HOW OFTEN WE RESTOCK

The programme is built for the state of Chihuahua. How you work depends on your city: in the capital and in Cuauhtémoc we restock often; in the southern corridor each associate handles their own stock.

CUAUHTÉMOC AND CHIHUAHUA

- Restocked **twice a week**
- No minimum order
- Several associates fit in one city
- You collect from the kitchen (Av. Columbia, Cuauhtémoc) at **$25.00** or we deliver it to you at **$28.00**

SOUTHERN CORRIDOR: DELICIAS, SAUCILLO, CAMARGO, JIMÉNEZ AND PARRAL

- One road run **every two weeks**
- **One associate per city**: the filter is stricter
- You receive two weeks of stock, store it and restock your shops
- Restocking agreed with you from the start

NO UPFRONT INVESTMENT

Everything goes on consignment: you settle when the shop pays you.

ONE PRICE

It is the same from your first shop; income grows with the number of shops.

ORDERS OF 1,000+

A purchase of 1,000 pieces or more is quoted separately.

VALIDATED LOCATIONS

We help you validate every shop before activating it.

YOUR ROUTE SYSTEM

SALES AND DELIVERIES IN ARTISANLY.APP

As an associate you run your route in Artisanly, our system for selling into shops on consignment or direct. Record what you leave in each shop, it works out what sold and tells you what you are owed. You use it from your phone, one handed, during the route.

1

RECORD EVERY DELIVERY

You enter what you leave in the shop there and then, from your phone.

2

COUNT THE SHELF

Sold = the previous visit's count minus what is left today. The system works out what the shop owes you.

3

LEAVE A RECEIPT

A printed receipt or delivery note before you leave the shop.

4

KNOW WHO TO RESTOCK TODAY

It tells you which shops are due a restock, so none slips past you.

ONLY YOUR SHOPS

Each associate sees only the shops in their care.

PRICE PER SHOP

Each shop with its own price and its own inventory target.

CHARGED CORRECTLY

Consignment shops are not charged like direct-sale ones.

FREE REPLACEMENTS

Damaged or out of date cookies are replaced and logged separately.

HOW IT WORKS

FROM APPLICATION TO YOUR FIRST SALE

Four steps. We are with you on each one, including validating your first locations.

01

APPLY AND GET APPROVED

We review every application by hand to make sure of quality and fit with the brand.

02

RECEIVE YOUR ASSOCIATE KIT

Stands, display strips, your first inventory, an operating guide and training.

03

SELL OR PLACE STANDS

We help you validate each location and start strong from the first week.

04

SCALE YOUR OPERATION

More shops means more income. The price per piece is the same from the first one.

THE IDEAL ASSOCIATE

- An enterprising person aged 18 to 30, organised and reliable
- With access to quality locations or an active community online
- Interested in building something scalable at their own pace
- Focused on quality and long term growth

PROGRAMME STANDARDS

- Suggested public price: **$45 MXN** per cookie (shops charge between $40 and $60 today)
- Every placement is validated before it is activated
- Consistent brand presentation: packaging, stands and photography
- Restocking agreed with you from the start

NEXT STEP

APPLY TODAY AND START YOUR OWN BUSINESS

Places are limited per city and every application is reviewed by hand. If your area is still open, we will get in touch to talk it through.

WHAT WE LOOK AT IN YOUR APPLICATION

- Which city and area you want to operate in
- What locations or community you have to hand
- How much time you can give it each week
- Whether you want direct selling, placements or both
- Whether you sell anything today and with what results

WHAT YOU GET ONCE APPROVED

- Your complete Associate kit, stands included
- The associate price from your first stock, with no upfront investment
- Training and social media templates ready to use
- Joint validation of your first locations
- Restocking twice a week in Cuauhtémoc and Chihuahua

HOW WE SUPPORT YOU

- Direct support from our team, with no middlemen
- A review of results and adjustment of your restocking
- One price, with no tiers and no monthly review
- New seasonal flavours to revive your locations



WANT TO START IN YOUR AREA?

Message us on WhatsApp, tell us which city you are in and we will tell you whether your area is still open.

WHATSAPP

+52 625 111 3000

THECOOKIESTOP.MX/EN/ASSOCIATES