THE COOKIE STOP

ARTISAN GOURMET COOKIES FOR YOUR POINT OF SALE

Wholesale proposal for supermarket chains, convenience retail and restaurants in Mexico.

- One price per piece
- White label / private label
- EAN-13 barcoded packaging
- Nationwide shipping



Baked in Chihuahua · Local ingredients **thecookiestop.mx**

WHY THE COOKIE STOP

A PREMIUM CATEGORY THAT ACTUALLY TURNS

Artisan cookies baked in small batches with real butter. A product with a better margin than industrial biscuit, and an operation built to supply chain after chain with no variation between batches.

1

GENUINELY LOCAL INGREDIENTS

Fresh butter, eggs and flour from nearby farms. Fillings made from scratch, no pre-made mixes.

2

CONSISTENT QUALITY, BATCH TO BATCH

Quality control with batch traceability. The same flavour, texture and shelf life in every delivery, with no variation between production runs.

3

HIGH PRODUCTION VOLUME

Capacity for chain-level orders, with monthly planning aligned to your buying calendar.

4

WHITE LABEL AVAILABLE

We develop a full line under your brand: recipe, packaging, exclusive flavours and regional exclusivity agreements.

5

SCHEDULED DELIVERIES

Weekly, fortnightly or monthly. Delivery to a central distribution centre, split by region, or direct to branch.

6

SEASONAL RANGE

Editions for Christmas, Mother's Day and Halloween, planned around your commercial calendar to avoid stockouts.

80+	1,000+	15	4
Stockists in Chihuahua	Orders shipped to date	Products in the catalogue (8 gourmet)	Weeks best before

CATALOGUE · GOURMET LINE

90 G FILLED GOURMET COOKIES

Our anchor product: a 90 g filled cookie that holds a premium ticket on the gourmet shelf and on a dessert menu.



REESE'S PIECES

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

90 g · Filled cookie



NUTZ BROWNIE

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

90 g · Filled cookie



COOKIES N' CREAM

Oreo pieces and chocolate chips with a creamy centre.

90 g · Filled cookie



CHOCOLATE CHIP

The classic, filled with Turín chocolate pieces.

90 g · Filled cookie

CATALOGUE · GOURMET LINE

OUTSIDE AND INSIDE

Every cookie carries its filling in the centre: this is how it looks cut open at the counter or on a dessert menu. Seasonal flavours rotate through the year.



TROPICOCO

Coconut base, mango and coconut filling, white chocolate.

90 g · Filled cookie



PAY DE QUESO

Vanilla with white chocolate and a creamy blackberry filling.

90 g · Filled cookie



S'MORES

Cinnamon cookie with chips, filled with marshmallow.

90 g · Filled cookie



PAY DE LIMÓN

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

90 g · Filled cookie

FORMATS THAT COMPLETE THE PLANOGRAM

The 45 g classic line covers the impulse spot by the till and the coffee-plus-cookie combo. The 10 inch cookie pie lifts the ticket in bakery and on a dessert menu to share. Both formats are quoted for wholesale separately.

CLASSICS · 45 G · IMPULSE AND COMBO



CLASSIC COOKIE CHIP

The classic, with chocolate chips.

45 g · Impulse format



DARK TOFFEE

Dark chocolate with crunchy toffee.

45 g · Impulse format



TRIPLE CHOCOLATE

Cocoa with white and dark chips.

45 g · Impulse format



RASPBERRY WHITE

White chocolate with raspberry.

45 g · Impulse format

COOKIE PIE · 10" · TO SHARE



WINKY CAKE

Caramel, nougat and fudge on a double chocolate base.

10" · To share



NUGGET CAKE

Peanut cream and fudge on a chocolate chip base.

10" · To share

EXCLUSIVE FLAVOURS

Recipe development for your chain or your menu.

CUSTOM COOKIE PIE

Pie designed to order for events and seasons.

SEASONAL ROTATION

New flavours each season, introduced gradually.

BULK COOKIES

Format without individual packaging, for counter and self-service.

WHOLESALE PRICING

ONE PRICE PER COOKIE

Direct wholesale pricing, no middlemen. One price per piece: it does not depend on volume or on a review, it depends on where you collect the product.

YOUR COST PER PIECE

90 g gourmet cookie

ITEM	WHAT IT INCLUDES	PRICE PER COOKIE
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 MARGIN AT POINT OF SALE

Prices in MXN

ITEM	AMOUNT	MARGIN ON RRP
Suggested RRP	**$45**	–
Actual range in shops	**$40 – $60**	What they charge today
Cost $25.00	vs. RRP $45	**44%**
Cost $28.00 delivered	vs. RRP $45	**38%**

OTHER LINES	TERMS
45 g classics and 10" cookie pie	Wholesale price on quotation

SHIPPING NOT INCLUDED

Freight is quoted to your destination and added to the order.

YOU CHOOSE THE SHIPPING

The cheaper option or the faster one, depending on where you are.

ONE PRICE

No tiers to reach and no monthly review to negotiate.

WHITE LABEL

Private label and exclusive flavours are quoted separately.

Terms. Prices in MXN per 90 g gourmet cookie, valid as at the date of this proposal and **excluding shipping**. Freight depends on the delivery location: we quote the cheapest route or the fastest, whichever you prefer. The price is the same at any quantity. Single orders of 1,000 pieces or more are quoted separately.

FRESHNESS AND SHELF LIFE

LESS WASTE, MORE MARGIN PER PIECE

Waste is the quiet cost of this category. Our 90 g gourmet cookie is best before 4 weeks and extends to 6–8 weeks refrigerated. You choose the scheme that fits the storage you have.

BEST BEFORE

4 WEEKS

In its sealed packaging at room temperature, no refrigeration.

REFRIGERATED

6–8 WEEKS

In an airtight container. Doubles the selling window and works well as backup inventory.

FROZEN

1 WEEK AFTER THAWING

They can also be frozen. Once thawed, consume within a week.

DOCUMENTED SHELF LIFE

Best before 4 weeks, on the spec sheet for your product setup.

PROTECTIVE PACKAGING

Controlled atmosphere that keeps it fresh for weeks.

READY TO SERVE

No kitchen prep and no pastry chef: open and serve.

FRESH DELIVERY

Baking coordinated with your delivery calendar.

NO REFRIGERATION AVAILABLE

Four-week rotation on a dry shelf. This is the standard scheme for the gourmet aisle and the impulse spot.

WITH A CHILLER

A 6 to 8 week window. Useful as backup inventory between deliveries and in peak season.

WITH A FREEZER

Seasonal reserve. Thaw in batches to match your rotation and sell within the week.

NEXT STEP

HOW WE START YOUR WHOLESALE ORDER

Four steps, no friction. From the first conversation to the first scheduled delivery.

01

INITIAL CONSULTATION

You tell us estimated quantity, flavours of interest, packaging format and delivery frequency.

02

QUOTATION AND SAMPLE

You get the price per piece, freight to your destination, the spec sheet and a physical sample at no obligation for your buying team.

03

AGREEMENT AND CALENDAR

We agree minimums, presentation (your own brand or neutral), delivery destination and the supply calendar.

04

PRODUCTION AND DELIVERY

We bake fresh in Chihuahua to your calendar and deliver to your distribution centre, region or branch.

Request the spec sheet | **Request a physical sample** | **Book a call with our commercial team** | **Get a private label quote**

SUPERMARKETS AND CONVENIENCE RETAIL

Gourmet aisle, bakery, impulse and seasonal.

RESTAURANTS AND HOTELS

A dessert ready to serve, with no pastry chef.

CAFÉS AND BAKERIES

Individual packaging, displays and the coffee-plus-cookie combo.

GROCERY AND CONVENIENCE

Impulse format with EAN-13 and fast rotation.



LET US GET THE COOKIES ONTO YOUR SHELF OR YOUR MENU

Write to us and we will put together a proposal built around your chain or your restaurant, with price per piece, freight and a delivery calendar.

COMMERCIAL WHATSAPP

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THECOOKIESTOP.MX/EN/WHOLESALE-COOKIES