

# Otis Spunkmeyer®

*Bake It*

**BIGGER**

*Recipe Inspirations*



**IRRESISTIBLE RECIPES MADE ESPECIALLY FOR LARGER COOKIES**

*Craving a bigger dessert? You got it!* Our 3 oz and 4 oz cookies are ready for anything, from shareable treats to irresistible signature desserts...so there's always plenty to go around.



## 1 CASE = SO MANY WAYS TO INSPIRE YOUR MENU!

*From add-on sales to one-of-a-kind desserts, our 3 oz and 4 oz cookies are ready to work for you, with less labor and more profit.*

### WHY LARGE-FORMAT?

- **It's in demand.** More than ever, consumers crave an over-the-top, decadent dessert with high inclusion percentages.<sup>1</sup> In fact, 57% of consumers are at least somewhat interested in jumbo desserts.<sup>2</sup>
- **It's an easy solve for operator challenges.** Since 2021, frozen bakery formats have doubled because they're simple to use, high-quality, and consistent.<sup>3</sup>

### WHY COOKIES FOR YOUR SIGNATURE DESSERTS?

- **They're versatile.** With 7/10 operators not expecting to expand their menu in the near future, multi-use items like cookies are incredibly efficient, from an operational standpoint.
- **They increase check rings.** A signature offering entices every kind of customer, and 43% of operators state that cookie sales have increased in the past year.<sup>2</sup> That kind of popularity adds up, especially when it comes to desserts.
- **They keep it fresh.** Cookies make the perfect canvas for on-trend flavors or unique flavor pairings to captivate customers and stay top-of-mind.

### WHY OTIS SPUNKMEYER?

- **We help you sell.** Chef-developed recipes, high-quality merchandising and POS materials, and even an opportunity for a free oven shipped directly to you!
- **We're ready when you are.** Our cookie dough is shipped and arrives frozen, ready to be baked up fresh. Plus, our frozen dough has a 365-day shelf life.
- **We keep it low.** Always low labor and low waste, so you can make a high-impact dessert.
- **We add value.** Our on-trend flavors, in-demand formats, and recipe inspiration makes your work easier every day and puts your operation in the spotlight.
- **People love us.** When Otis Spunkmeyer is on the menu, 71% agree they are more likely to dine at their preferred restaurant.<sup>4</sup>



**59%**  
of operators  
offer cookies<sup>3</sup>

We outsell the  
competition  
**2:1**<sup>4</sup>



# BIG COOKIE LOVE, 365 DAYS A YEAR

*Recipe inspiration* for every season...and any menu!

Visit our website or reach out to your Aspire Bakeries representative for the full recipes. Need a recommendation based on your specific operation? Let's talk!

Recipes are rated on a scale of 1–3 cookies in terms of time and difficulty.



Easy-peasy and ready in a jiffy.



Still simple, but a few extra ingredients are needed.



Extra ingredients and steps required, but worth it!



## COZY FALL AND HOLIDAY *favorites...*



### CHOCOLATE CARAMEL PECAN TURTLE COOKIE SKILLET

A decadent chocolate Turtle Cookie is topped with a sprinkle of sea salt and baked in a mini skillet or pie dish, then served with caramel sauce and whipped cream for dipping.

*Make it happen with*

Otis Spunkmeyer Sweet Discovery 4 oz Turtle Cookies



**No harm in asking.** 41% of Gen Z and 33% of Millennials would order dessert... if offered.<sup>5</sup>

**62% of Gen Z and 55% of Millennials** look forward to a seasonal/limited time offer dessert from a specific restaurant each year.<sup>2</sup>



### HOLIDAY CRANBERRY AND WHITE CHOCOLATE COOKIE

Our Cranberry White Chocolate Duo Cookies are baked, dipped in white chocolate ganache, and dusted with sugar for a sweet and tart flavor combination that makes every bite more delicious than the last.

*Make it happen with*

Otis Spunkmeyer Supreme Indulgence 3 oz Cranberry White Chocolate Duo Cookies



# COLD-WEATHER CLASSICS, *continued...*



## CINNAMON BUN BUTTER SUGAR COOKIES

They'll love our beautiful Butter Sugar Cookies stuffed with a gooey cinnamon brown sugar filling, baked until golden, then spread with cream cheese frosting and candied pecans.

*Make it happen with*

Otis Spunkmeyer Sweet Discovery 4 oz Butter Sugar Cookies



**58%**  
of consumers are interested in all-day breakfast bakery items.<sup>3</sup>



## RETRO OATMEAL TOFFEE RAISIN COOKIES

An old school cookie with a new twist! Classic Oatmeal CinnaRaisin Cravin' Cookie dough is stuffed with toffee, baked, and topped with a caramel drizzle and toffee crumbles.

*Make it happen with*

Otis Spunkmeyer Supreme Indulgence 3 oz Oatmeal CinnaRaisin Cravin' Cookies

57% of consumers are interested in nostalgic desserts.<sup>2</sup>

**CHOCOLATE LOVE** *is in the air...*

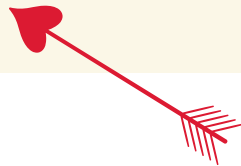


## CHOCOLATE WHOOPIE PIE

Two Double Chunky Chocolate Dream Cookies sandwiched with fluffy white marshmallow frosting for an iconic, over-the-top chocolate experience.

*Make it happen with*

Otis Spunkmeyer Supreme Indulgence 3 oz Double Chunky Chocolate Dream Cookies



**Sharing is caring.** What's hot? In the food categories, comfort and community dominate.<sup>6</sup>



## FROSTED PEANUT BUTTER AND CHOCOLATE HAZELNUT COOKIES

Peanut Butter Cookies are topped with rich chocolate hazelnut spread and flaky sea salt to create a combination of flavors that peanut-butter-and-chocolate people find impossible to resist.

*Make it happen with*

Otis Spunkmeyer Sweet Discovery 4 oz Peanut Butter Cookies



# SPRING BAKING, *as sweet as it gets...*



## GIANT CHOCOLATE CHIP COOKIE SKILLET

Two jumbo Chocolate Chip Cookies filled with chocolate ganache and baked until gooey in a skillet, dusted with powdered sugar, then topped with ice cream and chocolate drizzle.

*Make it happen with*

Otis Spunkmeyer Sweet Discovery 4 oz Chocolate Chip Cookies



Desserts are decision-makers. 68% of consumers say baked good offerings are important when deciding on a restaurant or foodservice establishment.<sup>3</sup>



## RASPBERRY CREAM COOKIE SANDWICHES

It's always berry season when our White Chocolate Chunk Macadamia Nut Cookies are filled with raspberry jam and vanilla bean frosting, then dotted with fresh raspberries.

*Make it happen with*

Otis Spunkmeyer Chippery 3 oz White Chocolate Chunk Macadamia Nut Cookies



# LONGER DAYS MEAN MORE TIME *for desserts...*



## UPSIDE-DOWN BANANA COOKIE SKILLET

Indulgent and oh, so shareable, our Nutty White Chunk Delight Cookies are baked in a skillet with fresh banana slices, caramel, a dusting of cinnamon, and brown sugar then served with whipped cream, vanilla ice cream, and a cherry on top.

*Make it happen with*

Otis Spunkmeyer Supreme Indulgence 3 oz Nutty White Chunk Delight Cookies



## MOVIE DATE COOKIE SKILLET

Our colorful Carnival Cookies are baked in a skillet with caramel sauce, then topped with ice cream, chocolate and caramel drizzle, crushed salted pretzels, chocolate candies, and crunchy caramel kettle corn.

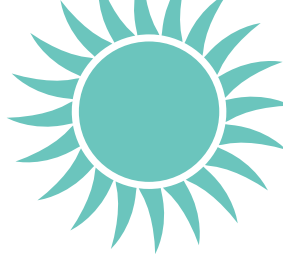
*Make it happen with*

Otis Spunkmeyer Sweet Discovery 4 oz Carnival Cookies



Stand-out desserts help you stand out from the competition. 73% of consumers indicate interest in new and unique bakery offerings.<sup>3</sup>

**SUMMERTIME IS** *yum time...*



## **TROPICAL LIME COOKIE**

Make it tropical with our White Chocolate Macadamia Nut Cookies topped with an indulgent coconut cream cheese frosting and tart, fresh lime zest.

*Make it happen with*

Otis Spunkmeyer Sweet Discovery 4 oz White Chocolate Macadamia Nut Cookies



## **PEACHES N' CREAM COOKIE SANDWICH**

Freshly baked Sugar Cookies are stuffed with cinnamon cream cheese frosting, a dollop of peach preserves, and tender poached peach slices for the ultimate summer dessert.

*Make it happen with*

Otis Spunkmeyer Chippery 3 oz Sugar Cookies



53% of consumers look forward to a signature dessert from a specific restaurant.<sup>2</sup>



# SHAREABLE DESSERTS MAKE *big impressions...*



## LOADED CHOCOLATE CHIP COOKIE NACHOS

Perfect for dunking, dipping, and sharing. Three of our chocolatiest cookies get rolled out, cut, baked, and served in a fun nacho presentation with fresh strawberries and bananas, then topped with candied cherries, chocolate chips, whipped cream, ice cream, caramel sauce, and chocolate sauce.

### *Make it happen with*

- Otis Spunkmeyer Chippery 3 oz Chocolate Chunk Cookies
- Otis Spunkmeyer Chippery 3 oz White Chocolate Chunk Macadamia Nut Cookies
- Otis Spunkmeyer Supreme Indulgence 3 oz Double Chunky Chocolate Dream Cookies

**32%**

of consumers state a shareable portion size is important when selecting a dessert.<sup>2</sup>



# LARGE AND IN CHARGE:

# OUR 3 OZ AND 4 OZ COOKIES

# HAVE GIANT POTENTIAL

Along with an irresistible taste, many of our 3 oz and 4 oz cookies below have a recipe featured earlier in this brochure so you can create an unforgettable signature dessert for your customers. For a complete list of products, reach out to your Aspire Bakeries representative.

# 49%

of operators believe cookies are more profitable than other dessert offerings.<sup>2</sup>

**Otis Spunkmeyer**  
**Supreme™**  
INDULGENCE

6 FLAVORS • 3 OZ



CHUNKY CHOCOLATE SUPREME



DOUBLE CHUNKY CHOCOLATE DREAM



OATMEAL CINNARAISIN CRAVIN'



NUTTY WHITE CHUNK DELIGHT



CHOCOLATE PEANUT BUTTER FLUTTER



CRANBERRY WHITE CHOCOLATE DUO

As good as it gets! Our gourmet cookie dough is made with 100% real butter and other premium ingredients, without artificial colors, artificial flavors, or high-fructose corn syrup.

**Otis Spunkmeyer**  
**Sweet Discovery**

7 FLAVORS • 4 OZ



CHOCOLATE CHIP



OATMEAL RAISIN



BUTTER SUGAR



PEANUT BUTTER



WHITE CHOCOLATE MACADAMIA NUT



CARNIVAL



TURTLE

The perfect choice for any operation. Made with real butter, whole eggs, and other prime ingredients, this dough also boasts the highest inclusions of all of Otis' butter-blend cookies.

**Otis Spunkmeyer**  
**Chippery**

4 FLAVORS • 3 OZ



CHOCOLATE CHIP



CHOCOLATE CHUNK



SUGAR



WHITE CHOCOLATE CHUNK MACADAMIA NUT

Chippery cookies are unique, crispy cookies that are fantastic for those who prefer a crunchier cookie.



**BIGGER BAKING IS EASY WITH**

**OUR FREE COOKIE OVEN**

Equipment Value

**\$350**

Need an oven made just for cookies, with all the stuff you need to get baking?  
We're happy to send it your way!

### FREE OVEN REQUIREMENTS

- **Three Case** purchases per month
- **Customer Direct Orders** require Proof of Purchase
- **Proof of Purchase** may be requested on broker orders after oven placement

### OVEN SPECIFICATIONS

- **UL and NSF** approved
- **Electrical:** 120V, 11.3 amps, 1,350 watts, 60Hz
- **Pre-Set** Otis Spunkmeyer cookie oven bakes frozen cookie dough
- **Capacity:** 3 dozen 1.33 oz cookie dough pucks (1 dozen per tray)

### KIT INCLUDES

- 3 cookie trays, 1 oven timer, 1 hot pad, sampling of bags, pick-up tissues, and pan liners, plus baking/cleaning instructions.
- **Aspire Bakeries Item Number:** 96200
- **UPC Code:** 130879620 and **UCC Code:** 10013087962007

**FRESH BAKED**  
is the #1 reason for  
ordering cookies.<sup>4</sup>

### WE'RE HAPPY TO HELP YOU SELL!

Merchandising solutions for every operation

We have high-quality POS materials, all designed to help you sell and maximize profit.

- Customizable signage
- Packaging
- Clings
- Table tents
- Merchandising display case
- ...and so much more





Otis Spunkmeyer



**58%**  
agree they are much more likely to order a cookie if it is an Otis Spunkmeyer cookie.<sup>4</sup>

## WITH OTIS SPUNKMEYER'S LARGER COOKIES, *there's just more to love.*

We make the high-quality cookie dough people crave in sizes they can't resist. As an operator, you have more ways to offer up pure delight with less labor, waste, and time. Within the ever-changing foodservice landscape, that's valuable!



Ready for more sales and profit? Let's bake it bigger! For more ooey-goey ideas, inspiration, and solutions, contact your local Aspire Bakeries representative today or call 1-(844)99-ASPIRE.



Follow us and like us on social  
@OtisSpunkmeyer

<sup>1</sup>Circana Foodservice Market Sizing, June 2024

<sup>2</sup>Datassential, Desserts Keynote Report, February 2023

<sup>3</sup>Technomic Multi-Client Studies, The 2023 Away-From-Home Foodservice Bakery Products Category Assessment, July 2023

<sup>4</sup>Otis Spunkmeyer Commercial Channels – Awareness, Attitudes and Usage Study 2022

<sup>5</sup>Technomic 2022 US Generational Consumer Trend Report

<sup>6</sup>National Restaurant Association, State of the Restaurant Industry 2024



© 2024 Aspire Bakeries LLC Otis Spunkmeyer is a registered trademark of Aspire Bakeries LLC. The content within constitutes Proprietary Information as defined in Aspire Bakeries Confidentiality and Non-Disclosure Agreement, and Recipients are bound by the obligations therein.