



**insomniac cookies**

# MEDIA KIT

**2021**



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## About Insomnia Cookies

The Insomnia Cookies concept was created in 2003 by then-college student, Seth Berkowitz, in his University of Pennsylvania dorm room. The idea was born out of a dislike for the heavy meals that local late-night food options offered, and a love for the convenience of delivery. To provide the midnight snack that he knew students were craving, Berkowitz began baking and delivering warm cookies around campus, and that's how Insomnia Cookies' future was set in motion.

Today, with over 180 nationwide locations, Insomnia Cookies still offers the same warm, freshly baked cookies that started it all, in addition to a wide range of other treats. Insomnia's mouthwatering menu includes Deluxe cookies, Cookie'wiches (ice cream sandwiches), Big'wiches (buttercream frosting sandwiches), brownies, cookie cakes, special catering packages, and more. Most bakeries will deliver delicious dessert right to your doorstep until at least midnight, with numerous storefronts remaining open until 3 A.M. If you're not near an Insomnia Cookies, not a problem: they ship their ready-to-eat sweets throughout the entire continental U.S. for all occasions that call for cookies.

For more than 15 years, Insomnia Cookies has revolutionized the cookie game, and with the official introduction of their CookieLab, the sky's the limit with innovation. More than a physical place where the magic happens, CookieLab embodies a way of life for Insomnia. The flavor-makers behind the CookieLab have an ever-growing drive and commitment to push the limits of cookie combinations for the Insomniac community who are always hungry for the next drool-worthy creation.

To keep up to date on the latest from Insomnia Cookies and the CookieLab's newest crave-worthy concoctions, follow Insomnia Cookies on Instagram, Facebook, Twitter and TikTok.

# OUR DROOL-WORTHY MENU



**chocolate chunk**



**double chocolate chunk**



**peanut butter chip**



**classic with M&M's®**



**sugar**



**white chocolate macadamia**



**snickerdoodle**



**double chocolate mint**



**oatmeal raisin**



**salted caramel deluxe**



**confetti deluxe**



**s'mores deluxe**



**oatmeal chocolate walnut deluxe**



**chocolate peanut butter cup deluxe**



**triple chocolate deluxe**



**big'wich**  
2 cookies (classic or deluxe)  
with an icing middle



**deluxe 6-pack**  
6 deluxe cookies



**classic combo**  
2 classic cookies + beverage



**chillax deluxe**  
1 quart ice cream +  
deluxe six  
(also available with classic  
6-pack and sugar rush)



**super six**  
5 classic cookies +  
1 deluxe cookie



**cookie cakes**  
10" and 6" cakes available  
in any classic flavor.  
triple threat and moon cake  
also available



**monster'wich**  
2 cookies (classic or deluxe)  
with an ice cream and  
cookie middle



**lil dipper**  
12 mini chocolate chunk  
cookies and  
butter cream icing  
(also available in big)



**vegan cookies**  
3 NEW vegan cookies  
available in chocolate  
chunk, birthday cake and  
double chocolate chunk.



# SHIP ALL OVER THE NATION

## 24 cookie gift box

24 classic cookies

(also available in 12 and 18 packs)



**delicious double up**  
6 fudge brownies and 12 classic cookies

## big bake

12 fudgy brownies

(also available in little bake- 8 brownies)



## triple layer cake

three 6" cakes in any classic cookie flavor with buttercream frosting and brownie bites

## lil' dipper

24 mini chocolate chunk cookies with buttercream frosting and 2 toppings for dipping



## ultimate upgrade

6 deluxe and 12 classic cookies



**insomniac shop**  
[theinsomniacshop.com](http://theinsomniacshop.com)



**NEW!** **cookieLab**  
DOUGHVELOPMENT

Think mad scientist meets Willy Wonka – that’s CookieLab. It’s where the craziest ideas are turned into insanely delicious menu items for our Insomniacs. Take a look at just a few of the CookieLab concoctions we came up with!



caramel apple pie



galaxy cookie



mocha chip

blueberry pancake



holiday trio



mini'wich flight

# Locations

Insomnia Cookies originated at the University of Pennsylvania, and while it has stuck to its college roots, the company has expanded throughout major cities and states, including New York, Texas and California.

## Alabama

Auburn  
Birmingham  
Mobile  
Tuscaloosa

## Arizona

Tempe  
Tucson

## Arkansas

Fayetteville

## California

Chico  
Davis  
Irvine  
Sacramento  
San Diego  
Santa Barbara  
San Francisco  
San Luis Obispo  
West Hollywood

## Colorado

Boulder  
Denver  
Downtown Denver  
Fort Collins

## Connecticut

New Haven  
Storrs

## Delaware

Newark

## District of Columbia

Adams Morgan  
Georgetown  
H Street  
Washington D.C.

## Florida

Downtown Orlando  
Jacksonville  
Miami Beach  
Orlando  
Tallahassee  
Tampa Fowler

## Baking Soon

San Jose, CA  
Tampa, FL South Howard  
Deep Ellum, Dallas, TX  
Victory Park, Dallas, TX

## Georgia

Athens  
Atlanta  
East Atlanta  
Kennesaw  
Midtown Atlanta  
Ponce-Highlands  
Statesboro

## Illinois

Carbondale  
Champaign  
Evanston  
Hyde Park(Chicago)  
Lincoln Park(Chicago)  
Normal  
Old Town Chicago)  
Rogers Park(Chicago)  
Wicker Park(Chicago)

## Indiana

Broad Ripple  
Indianapolis  
Muncie  
South Bend  
Terre Haute  
West Lafayette

## Iowa

Ames  
Cedar Falls

## Kansas

Manhattan

## Kentucky

Lexington  
Louisville  
Richmond

## Louisiana

Baton Rouge  
New Orleans

## Maryland

Charles Village  
College Park  
(Baltimore)  
Federal Hill  
(Baltimore)  
Fells Point (Baltimore)

Towson

## Massachusetts

Amherst  
Boston  
Cambridge  
Downtown Boston  
Worcester

## Michigan

Allendale  
Ann Arbor  
East Lansing  
Grand Rapids  
Kalamazoo  
Mt. Pleasant  
Ypsilanti

## Minnesota

Mankato  
Minneapolis  
St. Cloud

## Mississippi

Hattiesburg  
Oxford  
Starkville

## Missouri

Central West End  
(St. Louis)  
Columbia  
Downtown St. Louis  
Kansas City  
Kansas City (Power & Light)  
Springfield  
University City (St. Louis)

## Nevada

Reno  
Las Vegas

## New Jersey

Ewing  
Hoboken  
New York

Binghamton  
Buffalo  
Brooklyn (NYC)  
East Village (NYC)

Greenwich Village  
(NYC)

Harlem (NYC)

Ithaca

Lower East Side  
(NYC)

Meatpacking

Midtown East (NYC)

Morningside (NYC)

Murray Hill/33<sup>rd</sup>

Street (NYC)

Rochester

Syracuse

Upper East Side  
(NYC)

Upper West Side  
(NYC)

Wall Street (NYC)

## North Carolina

Boone

Chapel Hill

Charlotte

Downtown Charlotte

Durham

Greensboro

Greenville

Hawkins St.

(Charlotte)

Raleigh

Wilmington

## North Dakota

Fargo

## Ohio

Akron

Athens

Bowling Green

Cincinnati

Cleveland

Columbus

Downtown

Cincinnati

East Cleveland

Kent

Lakewood

Oxford

## Oklahoma

Norman

Midtown (Oklahoma  
City)

Oklahoma City

Stillwater

## Oregon

Eugene

## Pennsylvania

13<sup>th</sup> Street

16<sup>th</sup> Street

Bala Cynwyd

Bryn Mawr

Conshohocken

Indiana

Manayunk

Oakland (Pittsburgh)

Old City

South Philadelphia

South Side

(Pittsburgh)

State College

Templetown

(Philadelphia)

University City

North (Philadelphia)

University City

South (Philadelphia)

## Rhode Island

Kingston

Providence

## South Carolina

Clemson

Columbia

Greenville

## Tennessee

Downtown Memphis

Knoxville

Memphis

## Texas

Austin

Denton

El Paso

Fort Worth

Huntsville

Lubbock

Nacogdoches

San Marcos

## Utah

Provo

## Virginia

Blacksburg

Charlottesville

Harrisonburg

Norfolk

Richmond

## West Virginia

Morgantown

## Wisconsin

Bay View

Madison

Milwaukee

Oshkosh

Old World

(Milwaukee)

## Washington

Bellingham

Pullman



# Main Charitable Partnerships and Fundraising

Insomnia Cookies is proud to be deeply rooted in the communities where we have stores, especially the Philadelphia community, where the brand was born. With more than 180 stores, we consider the neighborhoods we are a part of around the country the foundation of our brand. For more than 15 years, Insomnia Cookies has brought people together through our warm, delicious cookies. The Insomniac community does not disappoint when it comes to supporting meaningful life-changing charitable causes.



## American Red Cross

The American Red Cross is an essential resource in communities worldwide and in our own backyard, delivering vital services that support those in crisis. In March 2020, Insomnia donated a portion of each Sugar Rush, or dozen Classic cookies, sold to the non-profit. In only one week, our amazing Insomniacs raised \$10,000. Recognizing the need to further help our communities impacted by COVID-19, we brought back a fan-favorite, the Heart-Shaped

Cookie Cake, to support relief efforts led by the Red Cross. From April through May, Insomniacs around the country raised \$1,824.

## Alex's Lemonade Stand

Alex's Lemonade Stand Foundation changes children's lives with cancer through funding impactful research, raising awareness, and supporting families to overcome childhood cancer. Insomnia Cookies thought it was incredibly fitting to partner with Alex's Lemonade stand for the year's limited release of the popular Lemon White Chocolate Chip Cookie. For each Lemon White Chocolate Chip Cookie sold, a portion of the proceeds went to supporting Team Alex. This nationwide initiative raised \$21,555.



## National Association for the Advancement of Colored People (NAACP)



Insomnia Cookies stands with the NAACP's mission of eliminating race-based discrimination and ensuring the health and well-being of all persons of color. To show our continued support, we've made a \$25,000 donation to the organization, as well

donated a portion of the proceeds from an online and in-store promotion, raising an additional \$16,192.

## Philadelphia 52nd Street Initiative

As a company born and raised in Philadelphia, Insomnia Cookies partnered with The Enterprise Center and their efforts to rebuild the West Philadelphia community with their 52nd Street Corridor Initiative due to civil unrest. For the month of August, Insomnia invited local Insomniacs to have their delivery fees donated to support this important community initiative, donating over \$5,000. To date, Insomnia and additional partners have raised more than \$175,000 for the fund.



**The Enterprise Center**

*The future of business is here*

In addition to these larger nationwide partnerships, Insomnia Cookies loves to get involved locally with community partners and organizations through cookie donations. If you have a charitable event or non-profit cause you would like Insomnia Cookies to support with warm, delicious cookies, visit our donations page at [www.insomniacookies.com/donations](http://www.insomniacookies.com/donations) to find out more.



THE EVERYGIRL

# delish

## **25 Edible Gifts to Send to Your Friends This Holiday Season: Lil' Dipper Mini Cookie Gift Box**

Insomnia cookies are an instant classic and these lil' dippers are a unique take on the classic cookie delivery. Think Dunkaroos (throwback!) but the fresh, 2020 version. If you think I won't be eating the buttercream by itself once my cookies run out, you're wrong.

<https://theeverygirl.com/edible-holiday-gifts/>

## **6 Best Cookie Delivery Services To Satisfy Your Sweet Tooth BEST FOR LATE NIGHT MUNCHIES**

Ever just crave a warm, freshly baked cookie as a midnight snack? You're not alone. In fact, this is how Insomnia Cookie was created. Open until 3 a.m., this chain (loved by many a college student) will deliver a fresh cookie to your doorstep. And if you don't live close to a location, you can buy an order to be shipped to you!

<https://www.delish.com/kitchen-tools/g34686952/cookie-delivery-services/>

## **New vegan cookies are another reason to visit Insomnia Cookies**

Insomnia Cookies and its CookieLab have been hard at work creating three new vegan cookies. Launched on National Vegan Day, these new cookie flavors will delight both vegans and people who are looking to adapt some new healthy eating choices. When a cookie craving hits, it needs to be satisfied. Insomnia Cookies was founded on the idea that warm, delicious cookies can make anyone smile. What started as late-night study breaks has turned into more than 100 locations that specialize in delivering warm, fresh cookies from 10 a.m. till 3 a.m. daily.

<https://foodsided.com/2020/11/01/insomnia-cookies-new-vegan-cookies/>



FoodSided

# Press



## **Insomnia Cookies to Add 3 New Vegan Cookies on World Vegan Day**

These new cookies will be permanent menu items at all Insomnia locations, for delivery, and nationwide shipping. Although the holidays may look different this year, that doesn't mean celebrations have to stop. Insomnia Cookies will be there to deliver warm, mouth-watering treats, day and late-night, to help make your holiday snacking occasions memorable.

<https://www.qsrmagazine.com/news/insomnia-cookies-add-3-new-vegan-cookies-world-vegan-day>

## **Insomnia Cookies makes vegan and gluten-free chocolate chip cookie available nationwide**

Previously only available in select markets and for nationwide shipping, the vegan and gluten-free chocolate chip cookie is now available at all Insomnia Cookies locations nationwide for pick-up and delivery. The cookie is made without animal products or by-products and without any ingredients that contain gluten. However, Insomnia's gluten-free products are prepared in an environment where there is a risk of cross-contamination with gluten.

<https://www.bakemag.com/articles/13878-insomnia-cookies-makes-vegan-and-gluten-free-chocolate-chip-cookie-available-nationwide>

## **Insomnia Cookies Is Selling Their Cookie Dough in 5 Flavors So You Can Make Them at Home**

Numerous chains have blessed fans over the past few months with at-home supplies to make their iconic treats. Auntie Anne's created a DIY pretzel kit, Dunkin' was selling donut decorating kits, and now Insomnia is selling huge batches of their cookie dough. The cookie chain, known for its late-night delivery, recently launched its Halfway to Homemade kits that are full of frozen cookie dough.



# Press



RED TRICYCLE

## **Insomnia Cookies Introduces Their New CookieLab**

Who else wants to enjoy a delicious batch of fresh-baked cookies without turning on the oven? As summer draws to a close, Insomnia Cookies is launching their hottest cookie creation month ever. Not only are they unveiling new flavors they are also celebrating National Chocolate Chip Cookie Day and National S'mores Day.

With the introduction of Insomnia's CookieLab, the brand is ready to pull back the curtain and give fans a peek at where the magic happens. This test space is staffed with a team of dedicated mad scientists, chocoholics, flavor makers, and risk-taking bakers dreaming up drool-worthy desserts, baking warm, melty-licious menu items, and crafting craveable new cookie releases you can only get at Insomnia Cookies.

<https://redtri.com/insomnia-cookies-cookie-lab/>

## **Insomnia Now Has Cookie Dough so You Can Make Their Cookies at Home**

Now, Insomnia is helping set you up with a beloved late-night snack. (This is especially pressing news since most state fairs are not going to be happening this summer. We're really lacking in the bucket o' warm cookies department.) The cookie shop has announced the launch of its Halfway to Homemade kits, filled with frozen Insomnia cookie dough you can make at home.

<https://www.thrillist.com/news/nation/insomnia-cookies-cookie-dough-online-delivery>

THRILLIST



### **Insomnia Cookies to introduce Monster'wich for National Ice Cream Day**

In June, Insomnia Cookies launched CookieLab, a new R&D Department for cookie innovation. The newest groundbreaking initiative for the Insomnia Cookies brand is a playground for cookie innovation or cookie “research & doughvelopment”. CookieLab Research & Doughvelopment experts will use the test space to dream up decadent desserts. The space will allow Insomnia Cookies to release cookie creations throughout the year. Fans will have “cookie clearance” in the CookieLab, as Insomnia Cookies will be sharing all of the “cookievation” that goes on every step of the way.

The latest sweet treat from the CookieLab arrives just in time for National Ice Cream Day on Sunday, July 19. The Monster'wich takes the brand's popular Cookie'wich to the next level by mixing a crushed cookie and up to two toppings in ice cream, then sandwiching it in between two warm cookies.

<https://www.bakemag.com/articles/13601-insomnia-cookies-to-introduce-monsterwich-for-national-ice-cream-day>



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