



**BRAND PRESENTATION**

2024

@MYRAWKIES



WHO WE ARE...

**EDIBLE  
RAW COOKIE  
DOUGH**





## WHO WE ARE

# EDIBLE RAW COOKIE DOUGH



EVERYONE LOVES TO LICK THE BOWL BEFORE THE COOKIES ARE EVEN BAKED!

COOKIES ARE EVERYWHERE.....HOT COOKIES, GOOEY COOKIES, CHEWY COOKIES, BISCUIT COOKIES....FROM TOP BRAND RETAIL SHOPS TO SMALL DESSERT CAFÉS.....BUT THE BEST MOUTHFUL....THE ONE WE ALL FORGET....IS ALWAYS THE FIRST ONE (USUALLY THE ONLY ONE)....THAT GUILTY PLEASURE BEFORE THE BOWL IS CLEANED.....THE ONE BEFORE THEY GO IN THE OVEN!

RAWKIES HAS STRIPPED COOKIES BACK TO ITS FUNDAMENTAL ELEMENT.....RAW.....BUT IN A SAFE WAY.

WITH HEAT TREATED FLOUR AND WITHOUT EGGS.....TO BE EATEN BY THE SCOOP.

ITS CONCEPT IS THE ANSWER TO ENJOYING RAW COOKIE DOUGH FROM THE BOWL, SAFELY AND ADDING A NEW TWIST ON AN ESTABLISHED CONCEPT.



## OUR PRODUCTS

# EDIBLE RAW COOKIE DOUGH



DELICIOUS 'BACK TO BASICS' RAW COOKIE DOUGH, SAFE TO EAT,  
IN A VARIETY OF FLAVOUR COMBINATIONS

-  
TO BE EATEN STRAIGHT FROM THE JAR

-  
STORED AMBIENT AT ROOM TEMPERATURE READY TO EAT

-  
ONCE OPENED, TO BE KEPT REFRIGERATED AND CONSUMED  
WITHIN 21 DAYS

-  
UNOPENED, THE DOUGH HAS UP TO A 12 MONTH SHELF LIFE

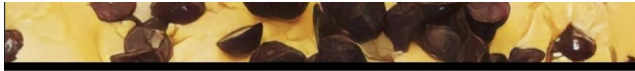
-  
PACKED IN CASES OF 24





## OUR PRODUCTS

# RETAIL PRODUCT RANGE OVERVIEW



**CHOCOLATE  
CHIP** VEGAN  
EDIBLE RAW COOKIE DOUGH



THE SIGNATURE DOUGH; DARK CHOCOLATE CHIPS  
COMBINED WITH A CARAMELISED BISCUIT SPREAD  
AND EVEN BETTER, IT'S VEGAN





## OUR PRODUCTS

# RETAIL PRODUCT RANGE OVERVIEW



**CHOCOLATE  
HAZELNUT**

EDIBLE RAW COOKIE DOUGH



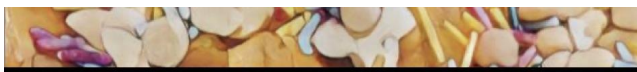
COOKIE DOUGH BLENDED WITH A CREAMY  
CHOCOLATE HAZELNUT GANACHE & WHITE  
CHOCOLATE CHIPS





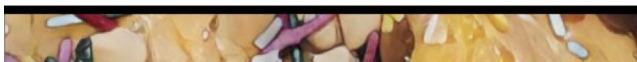
## OUR PRODUCTS

# RETAIL PRODUCT RANGE OVERVIEW



**BIRTHDAY  
CAKE**

EDIBLE RAW COOKIE DOUGH

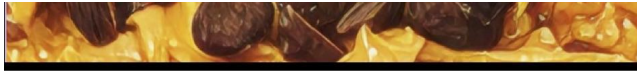


WHITE CHOCOLATE CHIPS WITH SUGAR STRAND  
SPRINKLES, AND A DELICIOUS VANILLA FLAVOUR





## OUR **HIGHPROTEIN** PRODUCTS RETAIL PRODUCT RANGE OVERVIEW



**PEANUT BUTTER CHIP** HIGHPROTEIN  
EDIBLE RAW COOKIE DOUGH



PEANUT BUTTER COOKIE DOUGH WITH DARK CHOCOLATE CHIPS - 27G OF PROTEIN PER SERVING







## OUR **LOW SUGAR** PRODUCTS RETAIL PRODUCT RANGE OVERVIEW







## OUR PRODUCTS

# 2L CATERING RANGE OVERVIEW





## OUR PRODUCTS **THE FULL RANGE**



WE HAVE MORE  
FLAVOURS INCLUDING A  
NON-GLUTEN RANGE ON  
OUR ONLINE STORE

—  
NOT CURRENTLY PART OF  
STOCKISTS LINES BUT  
**COMING SOON**  
FOR RETAIL



ORDER VIA  
**@MYRAWKIES.COM**

SCAN FOR BRAND PRESENTATION



JARS 190G	COST PER JAR	COST PER CASE (24)	RRP	GP
CLASSIC RANGE	2.77	66.48	3.95	30%
HIGH PROTEIN RANGE	3.47	83.28	4.95	30%

CATERING TUB 2L	COST PER TUB	2OZ (60G) SCOOPS PER TUB	RRP PER SCOOP	GP
CLASSIC RANGE	24.00	33	1.60	55%
HIGH PROTEIN RANGE	34.00	33	2.27	55%

**MIX CASES AVAILABLE | DELIVERY INCLUDED | ZERO-RATED VAT**





## OUR PRODUCTS POS

BOTH OF THESE OPTIONS CAN BE PRINTED AS  
A4 CARD POSTER / A3 PAPER POSTER /  
A5/A4 CLEAR FREEZER STICKER (STICKS ON  
THE FRONT OF THE DOOR) / A4/A3 CLEAR  
SHOP WINDOW STICKER (STICKS ON THE  
INSIDE).

—  
ALL POS IS PRINTED ON FULLY COMPOSTABLE  
MATERIALS

—  
BESPOKE ARTWORK CAN BE PRODUCED  
AROUND THE RANGE STOCKED UPON  
REQUEST.





## LOGISTICS DISTRIBUTION / DELIVERY

AS A START-UP RETAIL DISTRIBUTOR, THE SITE IS KITTED OUT WITH EQUIPMENT FOR 1000 UNITS PER WEEK PRODUCTION WITH A SCALE UP STRATEGY PER ADDITIONAL 1000 ORDERS UP TO 12,000, WITH A SEVEN DAY LEAD TIME, PER 1000 CONTRACTED ORDERS, TO PREPARE FOR NEW EQUIPMENT, STOCK, STAFFING AND LOGISTICS.

A SMALL TEAM OPERATION IS REQUIRED PER 1000 UNITS PER WEEK. WE WORK WITH RECRUITMENT AGENCIES THAT CAN PROVIDE SHORT-TERM STAFFING FOR QUICK TURNOVER WITH THE ESSENTIAL FOOD QUALIFICATIONS WHILST WE RECRUIT AND TRAIN LONG-TERM EMPLOYEES FOR THE DISTRIBUTION.



- FOR SMALL ORDERS WE WILL SHIP VIA APC OVERNIGHT.
- OUR CASES ARE 408MM x 272MM x 85MM AND WEIGH APPROXIMATELY 8KG.
- A STANDARD UK PALLET WILL SUPPORT 117 CASES, 936KG.
- DELIVERY PRICING IS INCLUDED WITH ALL ORDERS TO ENGLAND AND WALES.





## OUR PRODUCTS SUSTAINABILITY

ONE OF THE MOST IMPORTANT FEATURES OF THE BUSINESS IS TO BE A RESPONSIBLE PIONEER IN THE INDUSTRY TO INSPIRE ECOLOGICAL AND SUSTAINABLE GOALS.

THE GOAL FOR THE BUSINESS IS TO LIMIT SINGLE USE PLASTIC, THEREFORE WE AIM TO SOURCE ALL OUR PACKAGING FOR BOTH CAFÉ HOSPITALITY AND RETAIL, FROM RECYCLABLE & COMPOSTABLE RESOURCES.

FOR RETAIL, OUR JARS ARE RECYCLABLE / REUSABLE, AND EVERYTHING ELSE IS COMPOSTABLE INCLUDING -

- **STICKERS (UTILISING LASER JET PRINTERS) AND RECYCLED COMPOSTABLE PAPER** AVERY
- **TAMPER PROOF SEALS** AVERY
- **PALLET WRAP** VISCOSE





## OUR STORY

# SOPHIE AND ADAM



IN 2020, ADAM, A HOSPITALITARIAN WITH 17 YEARS OF EXPERIENCE DID WHAT ANY OTHER PERSON FROM THE INDUSTRY WOULD DO IN THE FACE OF A PANDEMIC.....LEARNED HOW TO BAKE AND HONE HIS SKILLS.

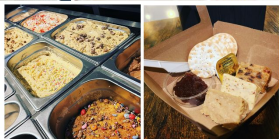
THE FIRST BATCH OF COOKIES, BEFORE THEY EVEN WENT IN THE OVEN, ADAM FINISHED THE CONTENTS OF THAT BOWL AND UNLOCKED A CHILDHOOD MEMORY.....THAT TASTE OF THE UNCOOKED BATTER.

AFTER THAT ADAM WENT STRAIGHT TO GOOGLE.

AFTER A QUICK INTERNET SEARCH, ADAM REALISED EATING RAW DOUGH ISN'T SAFE. FLOUR CAN CONTAIN BACTERIA, AND THE EGGS COULD CONTAIN SALMONELLA, BUT HE FOUND A RECIPE FOR MAKING THEM SAFELY.

IT THEN OCCURRED TO ADAM, THAT THIS CONCEPT IS NOT A COMMON DESSERT YOU FIND IN CAFÉS AND RESTAURANTS, AND DID SOME RESEARCH AND FOUND THAT THERE ARE ONLY A HANDFUL OF EDIBLE RAW COOKIE DOUGH BUSINESSES IN THE UK AND USA, AND THAT THERE WAS A GAP IN THE MARKET, SO WENT OFF TO START HIS BUSINESS PLAN.

THEN IN 2021 THE BEST THING THAT COULD EVER HAPPEN TO ADAM HAPPENED, HE MET SOPHIE. THEY FELL IN LOVE, AND TOGETHER, GREW THIS IDEA INTO REALITY.



## OUR STORY

# THE FIRST STORE

8 THE ROCK, BURY

**OPENED JANUARY 2023**  
**CAFÉ BAR - DESSERTS - COCKTAILS - EVENTS**  
AND ALSO OUR PRODUCTION KITCHEN



RAWKIES AIMS TO BE A FAST SERVE, HIGH QUALITY, STREET FOOD DESSERT CONCEPT UNIQUE IN THE CURRENT MARKET, THAT WITH THE CORRECT IMAGE, OPERATION AND BRANDING COULD BE POSITIONED INTO A LEADING FRANCHISE. IN ADDITION TO THE RAW COOKIE DOUGH, RAWKIES INCLUDES ON THE MENU OTHER QUIRKY DESSERTS, CHEESE BOARDS, HOT DRINKS, COLD SANDWICHES, BURGERS, FLATBREADS, SMALL PLATES, BOWL FOOD, COCKTAILS, BOOZY MILKSHAKES, AND SO MUCH MORE.

THE SITE ALSO OPERATES AN EVENTS SPACE, WITH PRIVATE DINNERS, MEETINGS AND LIVE EVENTS, BUFFET AND CANAPÉ RECEPTIONS, COCKTAIL MASTERCLASSES AND BIRTHDAY PARTIES.



## OUR STORY **MAKERS MARKETS**

FIND US AT THESE VENUES

KNUTSFORD

CHEADLE

STOCKPORT

SALFORD

WARRINGTON



*the*  
**MAKERS**  
*market*



# THE BUSINESS THE FOUNDERS

## ADAM GREENWOOD DIRECTOR

20 YEARS HOSPITALITY EXPERIENCE BY 2023, WITH NOTABLE ROLES AS RESTAURANT MANAGER FOR JAMES MARTIN MCR, A WINNER IN THE SUNDAY TIMES TOP 100 UK RESTAURANTS OF 2015, ROSETTE WINNER IN 2017 FOR QHOTELS, AS WELL HEAD OF HOSPITALITY OPERATIONS FOR MANCHESTER CENTRAL AND FOOD AND BEVERAGE OPERATIONS MANAGER FOR EVENTCITY.

NOW THE GOAL IS TO ESTABLISH AN OWN BRAND AND DRIVE THE BUSINESS GROWTH TO BE A COMPETITOR IN THE DESSERT MARKET.

## SOPHIE BUSSEY CO-DIRECTOR

IN 2019 STARTED 'SOPHIE'S CAKES', A HOME BUSINESS SPECIALISING IN BESPOKE DAIRY AND VEGAN CAKES AND TRAY BAKES.

ALONGSIDE THIS, WORKING IN HEALTHCARE AND THE NHS SINCE 2013, PUTTING PEOPLE FIRST AND NOW APPLYING THE SAME PERSONAL CARE AND COMMUNICATION SKILLS TO THE GUEST EXPERIENCE IN THE CAFÉ AND BAKING PASSION TO CREATE AN AWARD WINNING PRODUCT.





## OUR PRODUCTS

# CONSUMER FEEDBACK

★★★★★ a month ago

Such a brilliant idea! New spot in Bury, happened to be walking by. Very sweet owners and absolutely delicious cookie dough/desserts. Cute hang out spot as well. Come support this local business, you will not be disappointed!!

**Food:** 5/5 | **Service:** 5/5 | **Atmosphere:** 5/5

★★★★★ a month ago

Take out | Other | £1-10

Had the cookie dough and thoroughly enjoyed it, so much variety to choose from too! The owners are super friendly and the shop itself is airy and refreshing.

**Food:** 5/5 | **Service:** 5/5 | **Atmosphere:** 5/5

★★★★★ 2 weeks ago **NEW**

Other | £1-10

Really delicious desserts and cocktails - probably the best place to get a cake and a drink in Bury! Great little find in the town centre. Really lovely staff, too.

**Jas**

3 reviews · 3 photos

★★★★★ 3 weeks ago **NEW**

Dine in | Dinner | £20-30

Would definitely recommend coming here for delicious cookie dough and cocktails! I got a vegan burger and my friend got two starters which included the mushrooms on bloomer toast which was our favourite. I liked the pretzel roll bread and different choice of cheeses. Love the cookie dough and cocktails they are the best in Bury. Really friendly staff would recommend coming here 😊

★★★★★

**Ste**

09/03/2023

Been back a few times now and every time food is on point, really cannot fault this place 😊

★★★★★ a month ago

You haven't had cookie dough until you've had it from Rawkies! 😊  
Amazing flavours to pick from and great friendly staff too 🙌



## HEALTH AND SAFETY **DUE DILIGENCE**



WE ARE PARTNERED WITH TRAIL AND NUTRITICS FOR OUR DUE DILIGENCE COMMITMENTS AND RESPONSIBILITIES.

- TRAIL WE UTILISE TO DOCUMENT ALL OUR FOOD HYGIENE AND SAFETY RECORD KEEPING AND POLICIES, WHICH INCLUDE OUR RETAIL CHECKS, DELIVERY HAND OFF CHECKS AND RECIPE PREPARATION LOGS.
- EACH INDIVIDUAL JAR AND RETAIL CASE BOX WILL HAVE A STICKER PRINTED ON SITE FROM NUTRITICS, PROOFED STRICTLY DURING EACH BATCH PRINTOUT FOR ACCURACY AND INGREDIENT CHANGES. POLICIES AND PROCEDURES WILL BE PUT IN PLACE TO ENSURE INFORMATION IS RELEVANT FOR EACH PRINTED BATCH, MONITORED AND EFFICIENTLY STOCK CONTROLLED FOR CUSTOMER SAFETY AND ACCURATE DATA.



## HEALTH AND SAFETY MICROBIOLOGICAL TESTING

OUR PRODUCTS HAVE BEEN MICROBIOLOGICALLY TESTED AND ADVISED -

- 21 DAY USE BY DATE ONCE OPENED AND CHILLED
- UP TO 10 MONTH BEST BEFORE DATE FROM DATE OF PRODUCTION AT AMBIENT ROOM TEMPERATURE



**Alex Stewart**  
**Agriculture**

Your Global Network of Inspection & Analytical Services



## ACCREDITATION PROGRESSION

# **SALSA / VEGAN & VEGETARIAN APPROVED**

WITH BEING A START-UP, WE HAVEN'T ACQUIRED OUR ACCREDITATIONS FOR SALSA OR VEGAN AND VEGETARIAN APPROVED, BUT WE ARE ALREADY WORKING TOWARDS THIS, AND AS SUCH WE HAVE PREPARED -

- HACCP FOR RETAIL PRODUCTION
- BESPOKE FOOD MANAGEMENT SYSTEM FOR OUR BUSINESS
- GAP ANALYSIS COMPLETED AND OUTSTANDING TASKS ACTION PLANNED

THEREFORE WE ARE READY AT A MOMENT'S NOTICE TO GET OUR ACCREDITATION PARTNERSHIPS ARRANGED AND AUDITS BOOKED





## THE MARKET

# INTERESTING FACTS IN OUR FAVOUR

- IN 2020, MINTEL STATED THAT THE SALES OF ALL DESSERTS WERE VALUED AT A STAGGERING **£1.6B**
- CHILLED DESSERTS MARKET VALUE IN THE UNITED KINGDOM IN DECEMBER 2021 WAS **£915M**
- FORBES REPORTS THAT THE GLOBAL VEGAN DESSERT MARKET SIZE WAS VALUED AT **\$2.8B** IN 2019 AND IS EXPECTED TO GROW AT A COMPOUND ANNUAL GROWTH RATE OF 10.1% FROM 2020 TO 2027
- MARKETLINE STATES THAT THE UK DESSERT MARKET HAD TOTAL REVENUES OF **\$3.4B** IN 2021, REPRESENTING A COMPOUND ANNUAL GROWTH RATE OF 4.8% BETWEEN 2016 AND 2021
- IN THE FIRST HALF OF 2021, THE BAKERY PRODUCTS MARKET GREW BY 7.3% GLOBALLY
- BAKERY PRODUCTS MARKET TO WITNESS A ROBUST CAGR OF 7.4% DURING THE FORECAST PERIOD OF 2022 TO 2032 - FUTURE MARKET INSIGHTS, INC



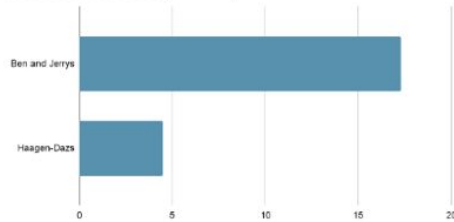




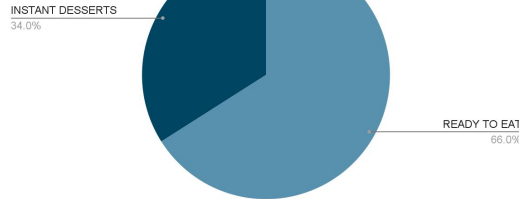
## THE MARKET

# READY TO EAT DESSERT IS BOOMING

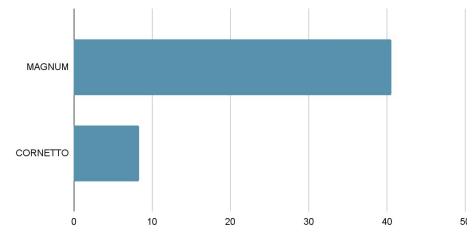
STATISTA 2022 UK LEADING BRANDS IN TAKE HOME FROZEN DESSERTS (MILLION)



STATISTA 2021  
15M CONSUMERS SURVEYED



STATISTA 2022 UK LEADING BRANDS IN IMPULSE FROZEN DESSERTS (MILLION)



- MORDOR INTELLIGENCE REPORTED THAT THE EUROPEAN DESSERTS MARKET IS PROJECTED TO EXPAND AT A COMPOUND ANNUAL GROWTH RATE OF 4.7% DURING THE 2020-25 PERIOD
- IN 2021, SALES OF DESSERTS EXCEEDED 16 BILLION U.S. DOLLARS ACROSS EUROPE



## OUR STORY

# THE FUTURE

- RAWKIES AIMS TO BE THE LEADING BRAND IN RAW COOKIE DOUGH AND THIS NEW SECTOR OF DESSERTS, WITH 'RAWKIES' BEING THE DICTIONARY DEFINITION OF THE TERM OF THE RAW DOUGH DESSERT NAME.
- 2025 GOAL IS TO OPEN A SECOND STORE IN THE NORTH AND BUILD A MULTI-SITE OPERATION WITHIN THE NEXT 5 YEARS TO BE THE NEXT HOUSEHOLD NAME CONTENDER IN THE DESSERT MARKET WITH A WELL KNOWN BRAND.
- TO INCREASE THE RANGE OF PRODUCT LINES FOR RETAIL, MATCHING OUR RANGE IN STORE WITH EVEN MORE VEGAN OFFERINGS AND TO PUT OUR NON-GLUTEN LINES INTO THE RETAIL RANGE SAFELY AS WELL AS HIGH PROTEIN OPTIONS, TO ENSURE WE ARE AN INCLUSIVE BRAND FOR DIETARY REQUIREMENTS.





# THANK YOU

ADAM GREENWOOD **DIRECTOR**  
SOPHIE BUSSEY **CO-DIRECTOR**  
& BELLA (OUR MASCOT)  
**WWW.MYRAWKIES.COM**  
**INFO@MYRAWKIES.COM**  
**07540999204**

