

## Chefs satisfy cravings for cookie dough

### More than a half-baked business idea

When Kristen Tomlan opened DÖ in New York City last year, the lines around the block made for a fairytale opening any restaurateur would dream of. The people were all waiting for a taste of a childhood ritual: sneaking raw cookie dough.

Prior to opening her bricks-and-mortar store, Tomlan was selling cookie dough online by the pint starting in 2015 and got an idea of how big an idea it was when local customers began showing up to her NYC kitchen (in an unmarked building) in search of the dough.

Now, the customer experience and interaction inside the rainbow-hued store is one of the sweetest parts of the business for Tomlan. The DÖ menu starts with \$4 for 1 scoop of cookie dough in a cup or cone, \$7 for 2 scoops and 3 scoops for \$9. The dough can be mixed and matched with ice cream, and other items include sundaes, ice cream sandwiches and dough that's been baked into cookies and other items.

Cookie dough at DÖ is sold by the pint, in sundaes and mixed into other desserts. DÖ has been testing the waters with pop-ups in Washington, D.C., Chicago and Montauk, and Tomlan said she definitely hopes to expand.

Americans have an especially soft spot for childhood treats, according to a report by the **Culinary Visions Panel**, a division of Olson Communications, a marketing firm based in Chicago, IL.

The **2018 Global Indulgence Report** found that **58 percent** of American respondents agreed with the statement "I prefer ordering desserts I enjoyed as a child."

This is more than Europeans, with 38 percent of German respondents and 45 percent of British respondents agreeing.

Cookie dough is now on 3 percent of menus, up 20 percent in the past year and up 49 percent in the past four years, according to Datassential.

"Cookie dough has been steadily growing on menus over the past decade and I expect that growth to continue," said Mike Kostyo, a Chicago-based trendologist at Datassential.

Due in part that the trend appeals to younger consumers, the data firm expects the trend to grow 15 percent over the next four years, including with plant-based permutations...