



insomniac cookies

MEDIA KIT

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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 dippin'



ultimate upgrade
6 deluxe and 12 classic cookies



insomniac shop
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/33rd 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

13th Street
16th Street
Bala Cynwyd
Bryn Mawr
Conshohocken
Indiana
Manayunk
Oakland (Pittsburgh)
Old City
South Philadelphia
South Side
(Pittsburgh)
State College

Templeton

(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)

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 as 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 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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