



Debbi Fields, a young mother with no business experience, opened her first cookie store in Palo Alto, California in 1977. Humble beginnings launched Mrs. Fields into a worldwide celebrity and made her company the premier chain of cookie and baked goods stores.

“Good enough never is®” was Debbi’s motto and her mission has always been to create the highest quality product possible every time. That commitment has yielded products like no others, deeply satisfying personal indulgences that consumers love. Quality, more than anything, accounts for the incredible popularity of Mrs. Fields.®



*"The important thing is not being afraid to take a chance. Remember, the greatest failure is to not try. Once you find something you love to do, be the best at doing it."*

*— Debbi*

## BAKING GOODNESS

- 400 locations in the U.S. and internationally
- America's most beloved and well-known snack brand and one of the largest premium snack-food franchisors in the U.S.
- Recognized as "the premium cookie" across multiple consumer channels
- Estimated 1 BILLION consumers pass the mall cookie shops annually
- In 2011 a new Mrs. Fields® concept store will be tested to expand Mrs. Fields beyond just baked goods
- 72% brand awareness generated without mass media solely through PR and non-traditional advertising
- Over 15MM catalogues distributed annually to active customers



## BRANDED PACKAGED GOODS

- In 2011 Breyers® successfully launched 4 new SKUs of Mrs. Fields co-branded flavors as part of its new Breyers® Blasts™ line including Chocolate Chunk Cookie Dough, Chocolate Fudge Brownie, and Mint Fudge Brownie
- A new multi-pack under the Klondike label was introduced in 2010 which is available at most major retailers
- The Mrs. Fields packaged cookies are sold at national & regional chains including CVS, Rite-Aid, Walgreens, Costco, Kroger, A&P, Stop & Shop, Sam's Clubs, Publix, Food Lion and Wal-Mart (Q3)
- Mrs. Fields packaged Milk Chocolate Chip cookie outsells leading competitor's Soft Baked by 2x and owns 4 of the 5 top-selling premium soft cookie SKUs



Find the latest info on Mrs. Fields at [www.mrsfields.com](http://www.mrsfields.com)

## CURRENT LICENSING PARTNERSHIPS

Bee International: Cookie House Kits  
Sherwood Brands: Gift Sets  
Klondike®: Frozen Novelty  
Breyers®: Ice Cream  
Maxfield Candy Company: Confectionery  
Think Wow Toys: Food Activity Toys  
Lotta Luv: Health & Beauty  
Hanna's Candles: Scented Candles



## DELICIOUS LICENSING OPPORTUNITIES

Mrs. Fields is looking to build strong license and retail partnerships that will benefit from the value of the Mrs. Fields brand and deliver an appetizing brand experience to consumers.

*For licensing opportunities, contact:*  
**Global Icons**  
310-820-5300  
[www.globalicons.com](http://www.globalicons.com)

