



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 Fields



## BAKING GOODNESS

- Over 400 locations in the U.S., and over 800 locations internationally
- America's most beloved and well-known snacking brands and one of the largest premium snack-food franchisors in the U.S.
- Over 40MM impressions in 2006 from Mrs. Fields shops, packaged good and gifting divisions
- 2006 "Consumers' Choice in Chains" silver medal for Coffee/Snacks
- In 2007, unveiled a new store design model, providing consumers with a stylish and contemporary store appearance for the rich indulgent brand experience
- Over 15MM catalogues distributed annually to active customers
- Last year celebrated the Silver 30th anniversary with the "Mrs. Fields and iVillage Search for the 30th Anniversary Cookie contest" which reached over 90MM media impressions and launched the newest cookie, the Oatmeal Peanut Butter Scotchy
- Unilever launched the Mrs. Fields Ice Cream Cookie Sandwich in 2007, which was their #1 new novelty item of the year
- The Mrs. Fields packaged cookies are sold at national & regional retail channels including CVS, Rite-Aid, Walgreens, Kroger, Publix, Food Lion, Smart & Final, Sam's, Costco and Target
- Newly designed packaging for the Mrs. Fields packaged cookies to debut on shelves in Summer '08
- Mrs. Fields packaged Milk Chocolate Chip Cookie beat Pepperidge Farm Soft Baked Chocolate Chip Cookie by greater than 2 to 1 in an independent consumer taste test
- Over 210 MILLION Mrs. Fields cookies sold in 2007!



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

## CURRENT LICENSING PARTNERSHIPS

Added Extras: Health & Beauty  
Hanna's Candle Company: Scented Candles  
Unilever: Frozen Novelty  
Maxfield Candy Company: Confectionery



## DELICIOUS LICENSING OPPORTUNITIES – A RECIPE FOR SUCCESS

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)*

