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IMMEDIATE RELEASE

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URBAN BAKERY – Artfully crafted, deliciously made cookies.

Auckland, New Zealand — These little beauties will transform your next hot beverage moment to epic satisfaction. They're worth of a secret stash, and respectable enough to share with respectable friends—even those with a black belt in baking!

Urban Bakery presents a new range of cookies that are crafted to give you a deliciously unique cookie experience. Available in four different flavours, Urban Bakery comes in **White Chocolate & Raspberry, Hokey Pokey & Milk Chocolate, Oats, Raisins & Yoghurt and Ginger & Dark Chocolate**.

“I just love the flavour combinations that break new ground in the craft cookie market, “ says **Dean Brettschneider**, professional baker, cookbook author and celebrity TV baker, who has helped in the creation of these artisan cookies. “Developing the Urban Bakery range has been a combination of passion, dedication and loads of fun.”

Urban Bakery range gives the opportunity for cookie fans to purchase premium quality biscuits that won't hurt the budget. The brand offers an approachable personality (not too commoditised and not intimidating, like an old friend that you're happy to see...) and imparts a café culture to give you something 'a little bit special' than average cookies (it's perfect for casual entertaining). Each and every single cookie is meticulously baked but still artisan—not too perfect or processed (even better!).

Happily crafted and baked in New Zealand, Urban Bakery cookies are packed in white little stand-up boxes at 180g per box, containing 7 cookies in a tray. The variety of flavours offers something that will suit everyone's taste—from the soft, chewy biscuits of the Oats, Raisins & Yoghurt range, to the delectable flavours of Hokey Pokey & Milk Chocolate and the White Chocolate & Raspberry cookies, and the savoury taste of its Ginger & Dark Chocolate cookies.

Urban Bakery cookies are the result of a shared collaboration between renowned professional baker, Dean Brettschneider and the Urban Bakery team. They've delivered a stunning range of cookies and are all stylishly presented in packaging—they will stand out from the crowd on shelf and at home, no less highlighting the brand's passion to give customers a fresh take to an old snacking favourite.

Urban Bakery. Because life's too short for average cookies!

Exclusively available at Countdown Supermarkets nationwide.

Price point: \$4.99 per box

Urban Bakery Range:
Oats Raisins & Yoghurt Cookies
White Chocolate & Raspberry Cookies
Hokey Pokey & Milk Chocolate Cookies
Ginger & Dark Chocolate Cookies



LIFE'S too **SHORT** for
AVERAGE COOKIES!



**RESPECTABLE ENOUGH TO SHARE
WITH RESPECTABLE FRIENDS—**
even those with a black belt in baking!



Crafted by
Dean Brettschneider
(Professional baker,
cookbook author,
& celebrity TV baker)



WE THOUGHT we'd save you
the bother of **DONNING A FRILLY**
APRON to get a **RESPECTABLE COOKIE**
for your flat white **AT HOME.**



OATS RAISINS
& Yoghurt Cookies



WHITE CHOCOLATE
& Raspberry Cookies



HOKEY POKEY
& Milk Chocolate Cookies



GINGER
& Dark Chocolate Cookies

Happily crafted & baked in New Zealand.



We think these are the best cookies you can put in your trolley to wow your guests with. Or create a stash yourself. All good. Enjoy.



CRAFT COOKIES PRICED TO PLEASE
\$4.99 RRP

Now available at the biscuit aisle of your favourite Countdown store!