



Crumbl Cookies

By Bryce Parks

Just in time for the big *365ink Kids'* issue comes the opening of the ultimate kid food franchise ever! Crumbl Cookies opened in Dubuque on March 25, in Warren Plaza (that's the one with Target) located in between Video Games Etc. and the UPS Store.

The third Crumbl in Iowa, it's one of 400 locations nationwide, making it one of the fastest-growing bakery chains in America following its creation in Logan, UT just five years ago. The owners, Michael and Aricka Hilton, both 29, moved to Dubuque from Utah to open the franchise. Supply-chain delays kept them from potentially opening last September or October. So finally getting to the finish line is a social victory. Sweet, sweet victory.

The concept is pretty simple even if the recipes get complex. They feature a rotating menu of six featured cookie flavors each week. Yep, just six. Six amazing, giant, warm, fresh cookie flavors. And they are big. One cookie is probably enough for most people. Are you most people? Yeah, I didn't think so. Oh, they have ice cream too, but we'll get to that later.

Of the six flavors, two of them stay the same(ish) all the time. They would be chocolate chip and the classic pink glazed sugar cookie (their signature sugar cookie topped with a perfect pink swirl of almond-flavored frosting). The other four flavors rotate every week. For opening day, the four rotating flavors included:

- Triple Chocolate Chip features chocolate chips galore! This chocolate cookie is packed with semi-sweet chunks, creamy white chips, and thick milk chocolate chips.
- The Iced Oatmeal is a sweet and spiced cinnamon oatmeal cookie, smothered with a yummy vanilla cream cheese glaze.

- Key Lime Pie boasts all the flavors of a cool key lime pie including the graham cracker crust, a dollop of whipped cream, and a fresh lime.
- Peanut Butter featuring Snickers is a blast of flavors including peanut butter, caramel buttercream, milk chocolate, and tasty Snickers candy pieces.

For, um... science, we tried them all. Every one was a winner. But we have to say that Snickers creation was something else. So good but so rich. Maybe a whole one of these might be a bit much. But never fear. That's why they'll sell you a cookie cutter to cut up your treat into six manageable pieces so you can either eat it like a civilized non-cookie monster or, you know... dare I say it... SHARE!

Like Texas Roadhouse dancing for you or Cold Stone Creamery chanting something for you when you tip them, Crumbl has one of the semi-creaky gimmicks where they shout "COOKIE CUTTER" each time they sell one. I feel terribly bad for the person that has to do that, but I supposed it's not an option. So for this reason alone, I'll never make another person have to do that. But this does not detract from the end payoff: those fantastic cookies. A little crispy on the outside, gooey, and possibly warm on the inside (depending on how soon you eat it after purchase) or chilled (Key Lime Pie). By the way, it smells just like Cold Stone Creamery in there. No complaints here. I guess when you fill the room with sweet ingredients, that's what happens.

The ice cream flavors change too, but less frequently, every quarter. The current lineup of frozen love includes Brownie Fudge, Cookie Dough Crunch, Peanut Butter Brittle, Raspberry Cheesecake, Snickerdoodle, and Vanilla Bean. Pretty much another list of can't miss options there.

So what is the sweet cookie heaven gonna set me back? A single cookie of any flavor is \$4.27. Discounts start with a 4-pack for \$13.51, a 6-pack (one of each?) for \$20.31, or a 12 pack "Party Box" for \$36.17 (this takes the per-cookie price down to \$3 each). Keeping things simple, a pint of ice cream is the same price: one for \$4.27 or a 4-Pack "Cream

Carrier" is \$13.51. They'll gift wrap them for a dollar, too. Sorry, I didn't ask how much a cookie cutter was. I didn't want to set up any bells or whistles. Okay, I looked it up. They're \$5 with a minimum of a 4-cookie order. And yep, you can get a milk with your cookie (\$2.62)!

During these opening days, you may find yourself in a line out the door and down the sidewalk waiting to get your order. So patience is a virtue. And I don't think running out is a worry. They keep baking all day, so they are always fresh. It's not like they make the cookies in the morning and sell them until they run out. You are safe! We are also assured that everything is fresh. They do everything from scratch based on meticulous recipe instructions run by cutting-edge cookie technology... 'n' stuff.

The Dubuque store expects to eventually offer cookie delivery. I'm sure demand and workforce may drive that aspect. But, I mean, you were likely going to Target anyway, right? Gotta get your Target fix on. So now you can add a Crumbl fix to the list of addictions. ■



Crumbl Cookies

3500 DODGE ST, STE 130
563-231-2198

CRUMBLCOOKIES.COM

Hours: Mon–Thu: 8 AM–10 PM;
Fri–Sat: 8 AM–Midnight; Sun: Closed

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