



ATI

***mrs.Fields***®



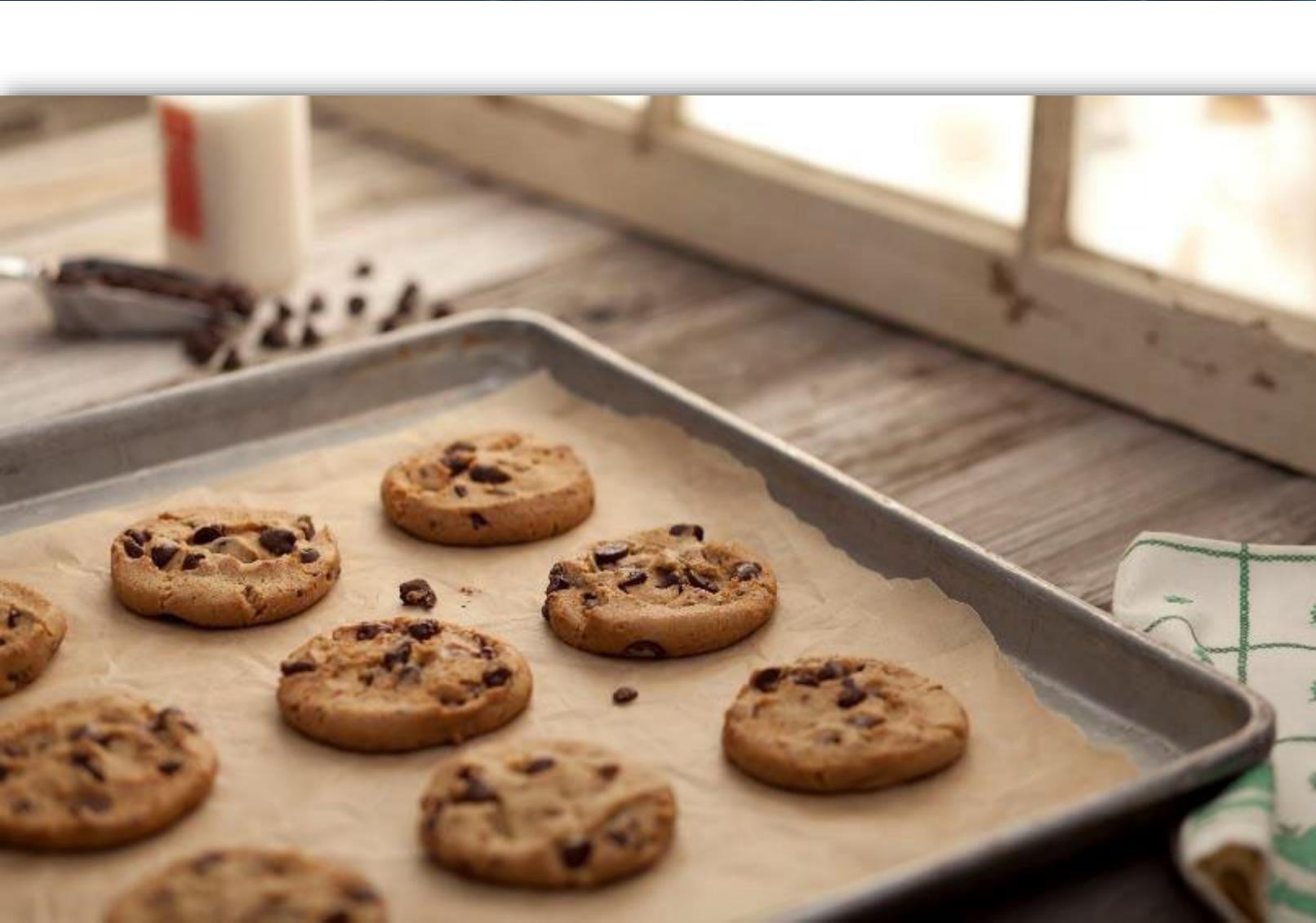
American  
Trading  
International™



**Mrs. Fields** a premium cookie

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***Mrs. Fields®***

*"Good enough never is," Debbi Fields*

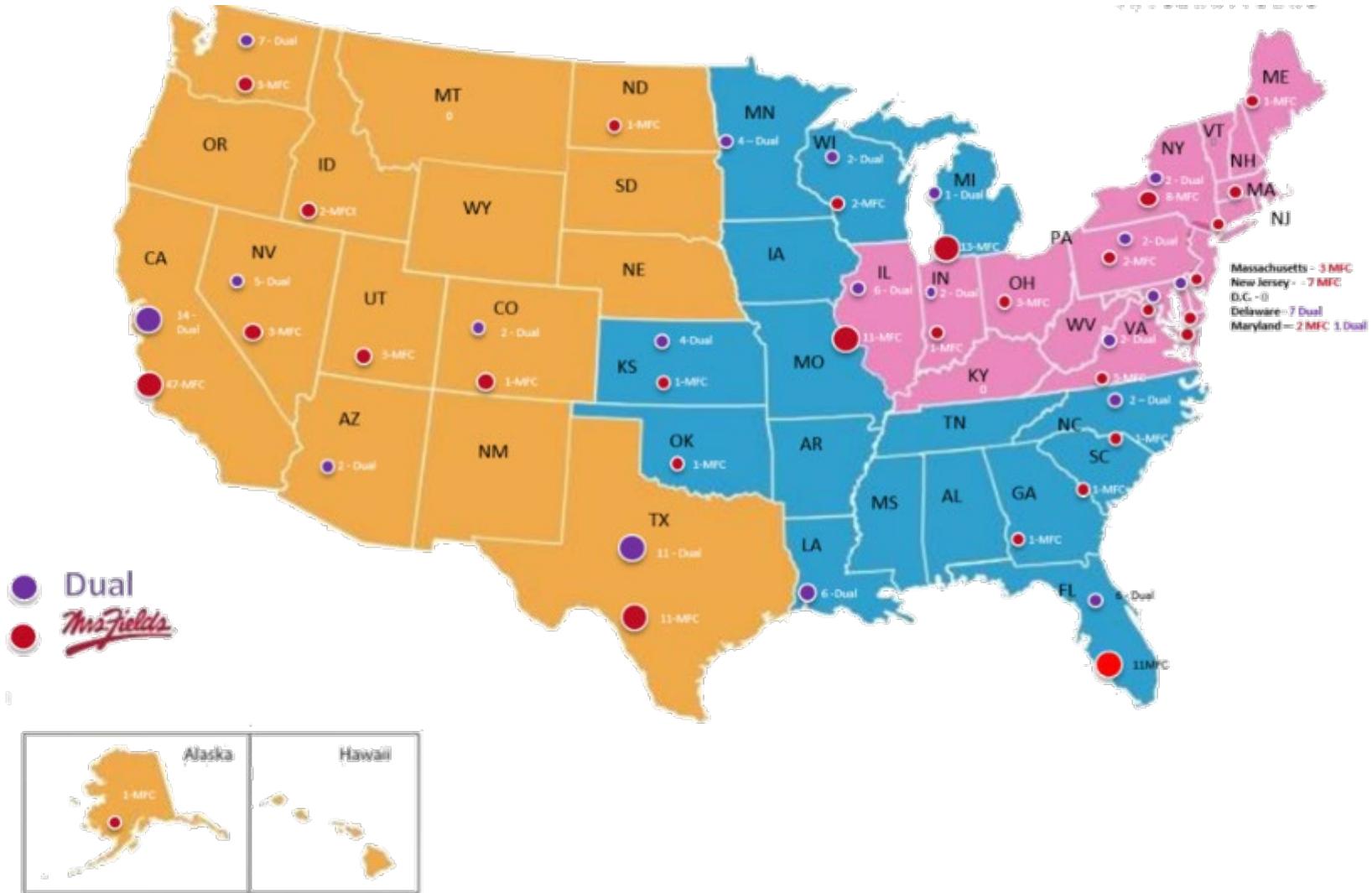
It's a tale we never tire of telling – a modern American classic – of a woman entrepreneur who grew her dream into an iconic business synonymous with sweetness and success. A story that started with a homemade chocolate chip cookie and became a real-life legend of delicious treats. Of custom decoration and hand-frosting...of real butter, confectioner's sugar and natural vanilla...of dedicated mixers, bakers, and packagers who take pride in making the Mrs. Fields' experience the best it can be.

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# ATI

## +200 Locations in the United States



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Mrs. Fields Cookies

## What do consumers think of Mrs. Fields?

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-  In the world of packaged cookies, Mrs. Fields is the closest thing to "homemade"
-  Mrs. Fields perfect cookie recipes set the cookies apart as special
-  Mrs. Fields blends the premium quality of a treat with the old fashioned quality of home-style cookies
-  Mrs. Fields cookies are selected to treat oneself to a moment of comforting pleasure



Source: 2016 Mind Modeling Research



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# Mrs. Fields Cookies 2.1oz Single Serve Cookies



Milk Chocolate

White Chunk  
Macadamia

Oatmeal Raisin  
with Walnuts

White Fudge  
Brownie

Dark Chocolate  
Oatmeal



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# Mrs. Fields 8oz box



***Mrs. Fields***

**for your Gondola**

**4ct case for easy stocking!**



American  
Trading  
International™

Thank **you!**

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