



ATI

*Mrs. Fields*®



American  
Trading  
International



**Mrs. Fields** a premium cookie

[ati@american-trading.com](mailto:ati@american-trading.com)  
[www.american-trading.com](http://www.american-trading.com)

Confidential - For Internal Use Only



# ATI

## Uncompromised Quality



*"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.

**Confidential - For Internal Use Only**





## +200 Locations in the United States



**Confidential - For Internal Use Only**

# What do consumers think of Mrs. Fields?

---



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



# Mrs. Fields Cookies 2.1oz Single Serve Cookies



Milk Chocolate

White Chunk  
Macadamia

Oatmeal Raisin  
with Walnuts

White Fudge  
Brownie

Dark Chocolate  
Oatmeal



# ATI

## Mrs. Fields 8oz box



**Milk Chocolate Chip**



**White Fudge Brownie**



**Oatmeal Raisin Walnut**



**White Chunk Macadamia**



**Dark Chocolate Oatmeal**

# Mrs. Fields®



**30 / 1oz Snack Pack**

**Milk Chocolate Chip**

**4ct case for easy stocking!**

## for your Gondola



American  
Trading  
International™

Thank **you!**

10780 Santa Monica Boulevard, Suite 370  
Los Angeles, CA 90025, U.S.A.  
Tel: (310) 445-2000, Fax: (310) 445-2001  
E-mail: [ati@american-trading.com](mailto:ati@american-trading.com)  
Web Address: [www.american-trading.com](http://www.american-trading.com)