

Cookie Cookie Ice Cream
1262 Silver Lane
McKees Rocks PA, 15136-1064

Industry:
Food

Year Founded:
2022

Consultant:
Doug Harding

SBDC Assistance:
Startup Assistance



**Small Business
Development Center
Duquesne University**

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COOKIE COOKIE ICE CREAM

Addison Fox worked as a software engineer for over seven years. In 2019, he left his job and wasn't sure he wanted to get another software engineering position. But he knew one thing for sure: which was opening a cookie ice cream shop. Although it was sweet idea, he didn't know if it was viable!

The Duquesne University SBDC started working with Addison Fox and Connie Feda who have many years of personal experience baking cookies and were looking to move into a new line of business. They ran a market survey with 150 respondents in the region to validate the business concept. Addison and Connie found a store location in Kennedy Township and were looking at seeking a loan to buildout and acquire needed equipment and working capital. Our consultants worked with them on a business plan financials with the intent to seek funding. However, the clients opted to use personal funds to startup the business with a soft opening had on September 10, 2022. An innovative idea they had was to employ part-time young adults with special needs that relies on the Office of Vocational Rehabilitation to provide the needed help to work in their business.

So far, reviews in Google showed formidable responses to their offering, including a comment *“Outstanding. I had the Almond Joy ice cream with the chocolate crinkle cookie. It was undoubtedly one of the best ice cream sandwiches I have ever eaten in my life. It should be illegal to eat that much chocolate at one sitting. Love loved it, and the staff is warm and welcoming”* and *“Excellent ice cream with great non-dairy options. Everything is homemade, and the quality shows how much they care. Love the decor and that it's family owned and operated by some of the nicest people. Check it out!”*

For the SBDC, this celebration was a culmination of a tremendous effort by the client to bring their passion of baking cookies to the community while extending their activities to include young people with special needs and giving them a chance to learn and develop skills in a work environment. The dual offering by this family business will benefit the community in many ways. Congratulations to Cookie Cookie Ice Cream!