

Crumbl Celebrates National Chocolate Chip Cookie Day

LONDON, UT, USA, August 2, 2023 /EINPresswire.com/ -- On Friday, August 4th, Crumbl® is joining the celebration of National Chocolate Chip Cookie Day, a holiday near and dear to the heart of the brand. Crumbl is placing ten larger-than-life Milk Chocolate Chip cookie sculptures across the country, and Crumbl representatives will be stationed at each sculpture to surprise and delight customers with free Milk Chocolate Chip cookies.

The cookie sculptures provide the picture-perfect photo op, and free Mini Milk Chocolate Chip cookies will be distributed at each sculpture, starting at noon and running until the cookies run out.

Besides the cookie sculptures, Crumbl will also be celebrating by offering double Loyalty Crumbs on all purchases made in store and through the Crumbl App.

Cookies from Coast to Coast

Where will the cookies—large and small, inedible and edible—be on National Chocolate Chip Cookie Day?



Larger-than-life Milk Chocolate Chip Cookie Sculpture



Classic Milk Chocolate Chip Cookie

Logan, UT – Where it all started – 981 S Main St, Logan, UT 84321

Los Angeles, CA – AMC at The Americana at Brand – 689 Americana Way, Glendale, CA 91210
Washington DC – National Harbor Plaza - 153 National Plaza, Oxon Hill, MD 20745
New York City, NY – Lincoln Center – 65 W 65th Street, New York City, NY
Chicago, IL – Pioneer Court – 401 N Michigan Avenue, Chicago, IL 60611
Anchorage, AK – Hilltop Ski Resort – 7015 Abbott Rd, Anchorage, AK 99507
Nashville, TN – Emory Wood Fired – 2500 12 Ave S, Nashville, TN 37204
Las Vegas, NV – Treasure Island – 3300 Las Vegas Blvd S, Las Vegas, NV 89109
Orlando, FL – Loops Shopping Center – 2671 W Osceola Pkwy, Kissimmee, FL 34741
San Antonio, TX – The Torch of Friendship – 333 Losoya St, San Antonio, TX 78205

State-to-State Stats

According to a recent survey conducted for Crumbl by OnePoll, most states tend to feel that the classic and reliable chocolate chip cookie flavor reminds them of their state, while Hawaii and Alaska citizens believe they are more like white chocolate macadamia—fun, adventurous, and playful!

Now, it seems as if all US states can relate to cookies, but which states consider themselves cookie experts? Georgia (44%), New York (40%), and California (40%) proclaim to hold the cookie expert crown. But even while other states consider themselves cookie experts, Utah citizens report eating cookies for dessert more than any other state, with 46% of Utahns saying they eat cookies more often than other dessert options. Ohio and Arizona were tied for second place (45% each).

Overall, chocolate chip cookies are the top-rated cookie flavor (62%) across all 50 states.

A Look Back

As of June 22nd, 2023, Crumbl is in all 50 US states, plus Puerto Rico and Canada, but the popular pink-boxed cookie company started small.

Crumbl was born from an idea shared between two cousins who wanted to create the world's best chocolate chip cookie.

Sawyer Hemsley and Jason McGowan opened their first cookie shop in Logan, Utah, in 2017. They had no prior experience baking cookies in an industrial setting, but felt that chocolate chip cookies—America's favorite cookie—would be the perfect dessert to bring friends and family together.

Since opening its doors in September 2017, Crumbl has grown to over 850 locations with 200+ weekly rotating flavors. Crumbl has offered chocolate chip cookies in their weekly lineup from the very beginning, but after listening to customer reviews from the Crumbl App, social media DMs, and other reviews sites, Crumbl has recently shifted to alternating between Milk Chocolate

Chip and Semi-Sweet Chocolate Chunk on their weekly menu.

More important than the fun flavors and pink boxes, Crumbl offers the 'why' behind each chocolate chip cookie: Crumbl's vision is to inspire the world to create more meaningful moments with those who matter most. One out of five Americans agree that sharing desserts is a love language, and two-thirds are willing to share their dessert with someone else. Whether you share a classic Milk Chocolate Chip cookie or a new favorite flavor, Crumbl has just the treat for making memories.

Happy National Chocolate Chip Cookie Day!

ABOUT CRUMBL

Crumbl Cookies's mission is to bring friends and family together over a box of the best cookies in the world. Crumbl was founded in 2017 in Logan, Utah, by Jason McGowan and Sawyer Hemsley. In just five years, Crumbl has grown from a humble cookie shop to a booming franchise with over 850 locations across all 50 US states and Canada. Its rotating menu offers new flavors every week, while regularly bringing back crowd favorites and unique original recipes. Crumbl is open from 8am–10pm on weekdays, 8am–12am on Fridays and Saturdays, and is closed on Sundays. Visit Crumbl online at crumblcookies.com, on social media (@crumblcookies), or at any of its nationwide locations.

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