Fast-growing Gourmet Cookie Brand Franchise Acquired in A Unique Above-Ask Cash Deal Brokered by Website Closers

With this acquisition, Crave Cookies enters an exciting new phase of expansion, supported by strong brand momentum and new ownership focused on scale.



Conquering the Sale of Your Business

TAMPA, FL, UNITED STATES, September 16, 2026 /EINPresswire.com/ -- Crave Cookies of Renton, Washington, the fast-growing gourmet bakery brand known as the “Home of the Deep Dish Cookie,” has been successfully acquired by Earl Greene in a strategic cash transaction brokered by Zach McGillis of Website Closers, the world’s largest Tech & Internet business brokerage.

> The brand has tremendous growth potential through expanded delivery, franchise opportunities, and new product concepts. I’m excited to lead the next chapter.”
>
> *Earl Greene*

The business was sold for almost 33% above asking price, reflecting strong buyer demand and the brand’s impressive market momentum.

A High-Growth Dessert Brand Built for Modern Consumers

Crave Cookies of Renton, Washington is a franchise that was opened at the end of 2023 by two brothers and one of the brother's wives. This sale is unique because it is the first franchise resale completed by this franchisor.

Crave Cookies has quickly built a loyal following through its highly visual, direct-to-consumer bakery model centered around oversized, thick, warm gourmet cookies. The brand’s signature concept, “The Drop,” features a rotating menu of six limited-time flavors released on a recurring schedule, creating repeat engagement and strong customer anticipation.

This recurring product-launch strategy has proven highly effective in driving customer retention, brand excitement, and repeat weekly purchases. In addition to its signature always-available chocolate chip cookie, Crave Cookies offers seasonal creations, chilled varieties, cereal-topped

specialty cookies, éclair-inspired desserts, and novelty sweet treats that keep the product lineup fresh and highly shareable across digital channels.

A Premium Sale Above Asking Price

The company's sale at a significant premium almost 33% above the asking price highlights both the strength of its brand and the competitiveness of the buyer pool.

"Crave Cookies represents exactly what buyers want in today's consumer market: a strong brand identity, repeat customers, and a proven demand-generation model," said Zach McGillis, broker at Website Closers. "The rotating 'Drop' concept creates urgency and recurring revenue opportunities, which drove strong buyer interest and resulted in an above-ask all-cash offer."

The final transaction sold at around a third above its original asking price, demonstrating the market's confidence in Crave Cookies' growth trajectory and brand equity.

Continued Expansion Under New Ownership

Buyer Earl Greene plans to build on the company's momentum and expand its footprint in the gourmet dessert market.

"Crave Cookies has built something special with its visual branding, product innovation, and repeat customer model," said Greene. "The brand has tremendous growth potential through expanded delivery, franchise opportunities, and new product concepts. I'm excited to lead the next chapter."

For sellers Joseph Hawkins, Michael Hawkins, and Mary Hawkins, the transaction marks a successful monetization of a rapidly scaling bakery concept.

"We built Crave Cookies around experience, anticipation, and exceptional product quality," said the Hawkins family. "Website Closers and Zach McGillis helped us navigate a smooth process and secure an outstanding cash offer that exceeded expectations."

With this acquisition, Crave Cookies enters an exciting new phase of expansion, supported by strong brand momentum and new ownership focused on scale. Its proven product-launch model, loyal customer base, and premium brand positioning provide a solid foundation for continued growth in the fast-evolving gourmet dessert and direct-to-consumer food market.

Congratulations to all parties on this meaningful and successful transaction!

Broker Contact

Zach McGillis

https://www.websiteclosers.com/broker/zach-gillis/
https://www.linkedin.com/in/zach-mcgillis-11061b4/
612-594-4687
zmcgillis@websiteclosers.com

Jason Guerrettaz
Website Closers
+1 800-251-1559
jguerrettaz@websiteclosers.com
Visit us on social media:
LinkedIn
Instagram
Facebook
YouTube
X

This press release can be viewed online at: https://www.einpresswire.com/article/942750606

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.