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## Mrs. Fields Cookies is Sweet on Purolator



Company Name:  
**Mrs. Fields Cookies,  
Canada**

Location:  
**Toronto,  
Ontario**

Industry Sector:  
**Retailer/Franchise**

### Company Profile:

Mrs. Fields Cookies sells fresh baked, preservative-free cookies to customers around the world. Jennifer Back and John Noble founded Canadian Cookie Enterprises Inc., which is the Canadian rights holders for the Mrs. Fields brand, and operate an online store.

### Business Situation:

Orders placed through the company's online store were occasionally misrouted or undelivered which conflicted with the owners' quest for perfection in all areas of the business. The company also needed a better way of getting their Point of Purchase (POP) materials into stores on time.

### Solution:

Purolator's early morning, next business day nationwide delivery gets Mrs. Fields' cookies to its customers and POP materials to franchises on time, each and every time.

### Benefits:

- Cookies arrive fresh and undamaged
- Customer complaints decrease and repeat orders increase
- POP materials for franchise owners arrive in time for promotions
- Success of franchises and online store provides opportunities to grow

### Summary

After four years of operating multiple Mrs. Fields locations as franchisees, Jennifer Back and John Noble founded Canadian Cookie Enterprises Inc., the corporation which is the Canadian rights holders for the Mrs. Fields brand and Franchisor for Canada. With an eye on growth, they started expanding into new markets, including online sales. To succeed, the company needed reliable deliveries to franchises and customers coast to coast. Purolator brings dependability to their business mix.

### Company Profile

Mrs. Fields Cookies has been selling tasty treats to consumers since 1977 when Debbi Fields opened the first store in Palo Alto California. Since then, the business has expanded around the world, with consumers flocking to buy oven fresh, preservative free cookies and sweets from local franchises.

In 1996, Jennifer Back and her husband John Noble opened their first retail location and went on to operate multiple stores. They enjoyed the freedom of owning their own business, but saw an untapped opportunity to leverage their business experience and education.

"We didn't see the kind of growth in Canada we wanted as franchise owners. We knew it is hard for franchises to expand in international markets because every customer is a little different and we knew what would work in our market," says Back, who manages the franchises' operations, while Noble is the company's president. "We knew there was a solid opportunity so we thought, why don't we take control."

In 2000, Back and Noble founded Canadian Cookie Enterprises Inc, a corporation that acquired the Canadian

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rights for the Mrs. Fields brand, and started expanding the franchise in key markets. With a focus on ensuring the success of each franchise owner, they pioneered a new dual concept storefront, which allowed franchisors to sell both Mrs. Fields Cookies and soft pretzels by Pretzelmaker. This allowed them to satisfy their customers' sweet and salty cravings under one roof.

It's peace of mind. I never want to look incompetent and with Purolator the deliveries go smoothly which means we get repeat business.

Next, the couple wanted to make sure each location was targeting the right consumers. This meant choosing only top caliber malls, and then making sure the location in each mall was perfect to create the right mix of customers and volume.

## Challenges & Solutions

Today, there are 13 stores in Canada and plans to open more locations in the coming years. To further expand market penetration, Back and Noble started looking to the Internet for opportunities to offer Mrs. Fields tasty sweets online.

### Online Orders Arrive Fresh

The decision to launch online sales was never in question. "E-commerce is the way business is going," says Back. "It seems all businesses have an online presence and some online ordering capabilities. This allows us to reach customers where we don't have a store."

As with any new venture there are challenges and for Mrs. Fields it was ensuring its online customers received their cookies fresh, every time.

"I am a perfectionist," admits Back, who takes Mrs. Fields' motto of "Good Enough Never Is,<sup>®</sup>" to heart. Her previous couriers

would occasionally misroute packages, hold packages that were correctly labeled or deliver the cookies to the wrong locations. She was looking for perfection to ensure her customers were happy and eliminate the cost of refunded orders, replacement product, as well as the additional shipping costs incurred when she had to resend an order.

After two years of online sales, Mrs. Fields turned to Purolator in time for its Christmas sales. "I was more confident they would know where all the small communities in Canada were and could get my deliveries out without hassles."

She wasn't disappointed.

"We know when we call, we can count on Purolator to deliver the shipment the next day," says Back, who appreciates her new found confidence when talking to customers about deliveries. "When you tell a customer it will be there, you know it will actually get there. We use early morning, next business day delivery service to ship our cookies so they arrive fresh the next morning."

Back is happier because her customers are happier. With online sales growing 10 per cent per year, she is getting more orders and fewer complaints.

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### Franchises Receive POP

In addition to cookie fans, Back and Noble have another group of very important customers to serve, and that's their franchise owners. The head office is responsible for getting all advertising and office materials to their store owners.

While it might sound like an easy task, Back remembers getting Valentine's Day Point of Purchase (POP) advertising materials from the US head office in March. "It didn't help us that year so we put it away to use the next year."

When shipping within Canada to their franchise owners, Back and Noble also use Purolator.



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That way, stores have their Easter promotional materials in time for Easter sales.

“The biggest part of a store’s advertising budget is spent on POP materials for promotions, advertising and new product launches,” explains Back. “With Purolator, we know they get it when they need it and franchise owners can see how their advertising dollars are working for them.”

## Excellence Is Baked In

When it comes to business with Purolator, Back credits a number of Purolator staff with providing service that goes above and beyond. Her original sales representative Tim Hick was “amazing.” Back knew that with one call to Hick, orders could be located, re-routed or changed.

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## The Future

Back and Noble have their eyes firmly fixed on Canada’s East Coast. This market is ripe for more dual concept Mrs. Fields and Pretzelmakers stores. “We are continuing to grow, first focusing on the East Coast and then looking to expand in Western Canada.”

To support expansion and their growing number of franchise owners, they will rely on Purolator to deliver their corporate materials on time to launch new store promotions.

In addition, Back sees further expansion in online sales and will need to have the dependable deliveries she counts on to get her cookies to customers’ doors while they are fresh. There is an opportunity to integrate ordering and online sales in the future and Back is watching the evolution in technology to see how it could fit her operation.

“I knew he was taking care of things and I didn’t have to worry about it,” she says.

Back is also impressed with Andy Lavalley, the driver who regularly picks up deliveries from their Eaton Centre store. While their previous courier provider forgot pick-ups and left orders on the counter overnight, Lavalley is proactive and responsive to make sure cookie deliveries are never missed.

With this level of professionalism Back can focus on business rather than worrying about deliveries.



For more information about how Purolator can partner with your organization to exceed your customer’s expectations, call a Purolator Representative today at 1-888-529-9777



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