

MICHAEL'S COOKIES INC.

The Chocolate Chip

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QUARTERLY NEWSLETTER PUBLISHED BY MICHAEL'S COOKIES, INC.

Spotlight on the STARS

John O'Halloran Executive Pastry Chef



Chicago, renowned for its Irish heritage, is home for John O'Halloran who is the Executive Pastry Chef at the Chicago Marriott Downtown.

Chef O'Halloran began his pastry career by earning his degree in Baking and Pastry

Arts from Johnson and Wales University in Providence, Rhode Island. Upon completion of his studies he worked in several fine dining restaurants in the city and suburbs of Chicago honing his pastry skills. Looking for more excitement he was drawn to

working within the hotel industry and he was fortunate to join the Fairmont Hotel chain as a pastry chef where he worked for a period of 5 years.

As is common for chefs within the hotel industry he looked for a change from the fast pace of the hotel world and used his formal training to assume the position of General Manager of Desserts Etcetera - a wholesale baking company. But the lure of the hotel industry was too great so he returned to the Chicago Marriott Downtown as Assistant Pastry Chef and within a year he was promoted to his current position of Executive Pastry Chef. He is a member of the United States Pastry Alliance and has won numerous awards in pastry competitions.

Being of generous spirit Chef O'Halloran wanted to give back to the industry he loves. He has served on the steering committee of Share Our Strength and continues to donate his time and efforts to such fund raising events as the Celebrate Chicago Ball, the Greater North Michigan Avenue Association Gala as well as the Illinois Hotel and Lodging Association.



ICE CREAM SANDWICHES

With summer fast approaching what better dessert to serve your hot and hungry customers than these delicious cool concoctions. Forget what the neighborhood soda parlor serves, ice cream sandwiches aren't just for kids anymore. Novel, grown-up versions conjure up the comforting flavors and textures of a childhood classic, with a snappy twist. Let your renditions snub the snack category; make your ice cream sandwiches a standout so they are fancy enough to serve after dinner, no matter how elegant. Or stick to the basics so you can serve your younger customers poolside with more traditional flavors.

The best part of all is that they are not difficult to make. The only work required is to bake the cookies and fill them with either self-made or store-bought ice cream. Be sure to opt for top quality purchases for both the cookies and the ice cream - any dessert is only as good as its ingredients.

For a more sophisticated, restaurant-style presentation, lean the top half of the sandwich against the ice cream rather than sandwiching it completely. Plate the sandwiches with garnishes of an exotic mixture of fresh fruits and sauces. Enhance the ice cream with candy, liquor, chocolate or dried fruit mix-ins.

The secret to your success is to let your taste memories resurface and your imagination soar. Unlike making soufflés, there are no dire consequences if you break the rules. In fact, there are no rules. Let your creativity run riot. Wow your customers with your innovative creations. Have fun and stay cool!

Coming Attractions

UPCOMING SHOWS

July 7 - July 9, 2002

Summer Intl. Fancy Food & Confection Show
Jacob K. Javits Convention Center
New York
(212) 482-6440

July 21 - July 25, 2002

American Culinary Federation
National Convention
MGM GRAND HOTEL
Las Vegas, NV
(800) 624-9458
www.acfchefs.org

Michael's Cookies Inc. is a proud National Sponsor of the American Culinary Federation. Stop by our booth #418 to sample our award winning cookies.

August 24 - August 26, 2002

Western Foodservice & Hospitality Expo
Moscone Center
San Francisco CA
(800) 840-5612
Stop by and visit us at Booth # 3247

Oh how we all long for the lazy days of summer. It's the perfect time for vacations, taking trips with family, having BBQ'S, lazing around the pool in the sunshine and eating lots of great tasting fresh fruits. Images of bright orange apricots, juicy watermelons, red ripe strawberries, sweet grapes and plump cherries dance in our imagination and tempt us to eat a more healthful diet. While we cannot provide you with your daily recommended servings of fresh fruit we can provide you with some of the great flavors of summer.

When the sky outside was dull and gray we were busy in our R & D kitchen mixing up different batches which we felt represented all the wonderful things about summer. After experimenting with many fruit flavors we settled on the most popular, which has now been developed into an exciting new cookie that is filled with chunks of dark bittersweet chocolate, sweet cherries and just a hint of almond. It is our small contribution to making your summer a little brighter so be on the lookout for it at a distributor near you soon. Happy days are here again!



Here are a few tips to help you get in shape for summer.

Fatten up everyone else around you. You will look thinner.

Consume all foods while standing. There will be no calories due to gravity and the density of the caloric mass.

Eat foods for medicinal purposes. The calories NEVER count.



Communiqué

TOP FIVE TRAVEL DESTINATIONS FOR THOSE WHO LOVE TO COOK FOR FUN.

If you are wondering where the majority of people who cook for fun like to travel to when they want to take a vacation, wonder no more. They are also 50% more likely to travel to these places than people who do not cook for fun.

1. France
2. Japan
3. United Kingdom
4. Caribbean Islands
5. Australia/New Zealand/South Pacific

ASK AND YOU SHALL RECEIVE!

Michael's Cookies priority has always been to make it easy for our customers to do business with us and we are genuinely committed to finding the right solution for each of our customers' needs. From customizing recipes to formulating new ones to introducing new cookie sizes, you have our promise that we'll do our very best to satisfy your every request, when possible. Just call me directly at 800-U-Bake-Them (800 822-5384) and let's discuss how we can achieve your goals together.



Tips & Tricks

To keep pie crusts from burning, cut a hole in an aluminum-foil pie plate, and place it upside down over the pie. Unlike foil, it's reusable.

For a flakier pastry shell or pie crust, add one tablespoon of lemon juice to the batter.

To make it easier to get honey from a measuring spoon or cup, coat first with non-stick cooking spray.

Buttermilk can be used to soften dry cheese.

For thin slices of hard cheese, use a vegetable peeler.

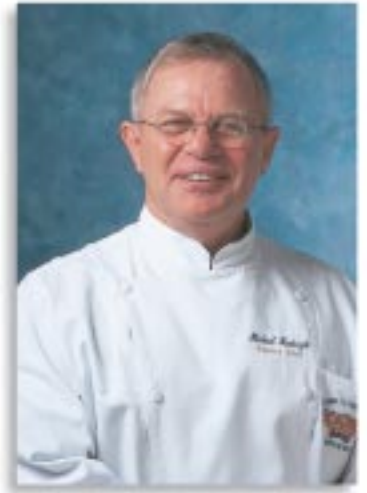
Michael's Mini Bites

CUSTOMER SERVICE - these are the two most important words for any business dedicated to ensuring that their customers needs are taken care of.

These words cover so many areas at our company and include returning all phone calls within 24 hours, being available to answer your questions in a timely manner, solving issues you may have with baking, expediting our distributors orders and fixing what needs to be fixed. We always go the extra mile to help in whatever way we can and continually make the time to reassess our operations so our business runs in the smoothest way possible. These are but a few of the many customer service tasks all the "cookie monsters" do on a regular basis here at Michael's Cookies in order to better serve you, our customers.

Always looking for new ways to improve the channels available when communicating with us, now, along with our 800#, our 24 hour voice-mail system and real "live" people to talk to we have added another source to make it easier for you to contact us. With just a click you can log onto our web site at www.michaelscookies.com or www.bonzers.com.

On our site you will be able to gather product information, locate the distributor in your area, view current/prior issues of the newsletter, read our company story or simply chat with me. It has taken awhile to get the site up and running but I believe that it has been worth the wait. So log on, see what you think and don't hesitate to contact me via the web or call me directly at 800-U-Bake-Them with your thoughts. As always your satisfaction is our priority.



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How did brand names originate?

During the Victorian period drinking soda water was considered improper and its sale was banned on Sundays in some towns in the United States. Undaunted, an enterprising druggist in Evanston, IL. reportedly concocted a Sunday alternative to ice cream soda containing ice cream and syrup, but no soda. Eventually the name was changed from "Sunday" to "Sundae" to show respect for the Sabbath and to help it lose its Sunday-only association.

7-Up soda was created in 1929. Reportedly '7' was selected because there were seven natural flavors in the drink and

another claim for the use of '7' was because the drink was originally served in 7-ounce bottles. 'UP' was added as it indicates the direction of the soda bubbles.

The name 7-Eleven originated in 1946 when the stores were only open from 7 a.m. until 11 p.m. daily. Today, they're open 24 hours a day, seven days a week.

In 1892, a coffee blend developed by Joel Creek for the Maxwell House Hotel in Nashville, TN. soon became known as Maxwell House coffee.

The Postum Company introduced Post cereals in 1897.

In 1883 a man named Oscar. F. Mayer leased a failing meat market in Chicago, IL. and, with the help of his brothers, made it a success within 5 years.