



# Smart Cookie Company

“It takes one to be one”

It takes a smart cookie to introduce local residents to a fresh, cool new taste in desserts at a price that can't be beat. Christian McDaniel, founder of Smart Cookie Company, located on 840 N. 700 East in Provo, gave up a career in finance to start and design his own cookie business which features gourmet ice cream cookie sandwiches.

“I had never made a cookie in my life,” Christian said. About two years ago he started experimenting, getting family, friends, neighbors and even total strangers to comment on his developing product. “I was looking for a very particular cookie—chewy, not too hard—it had to have the right taste, texture and appeal,” Christian explains.

After a year of trying everything from chocolate chip to snicker doodle, he finally perfected his recipes to a quality that customers crave. There are no pre-made doughs or secondhand ideas. “Everything is fresh and original. Everything is made right here.”

Smart Cookie Company's products include 20-25 types of soft, chewy cookies, a dozen flavors of refreshing ice cream, and a variety of drinks—milk, sodas, and hot chocolate, made from freshly ground chocolate and topped with homemade marshmallows.

Smart Cookie Company is conveniently located south of BYU campus and is open Monday through Saturday from 11:30 a.m. - 11:30 p.m. Christian obviously kept students in mind when creating the business, keeping prices low for those on a low budget. He remembers what it is like to be a student himself and have to fork over \$5 just to get a quick treat. So, he has made an irresistible menu in which nothing is priced over \$3 unless you're buying in bulk. The gourmet cookies are 50 cents each (three for \$1.25) and ice cream cookie sandwiches are \$1.50.

Besides can't-be-beat prices, the store is the perfect place for kickin' back and chatting with roommates, friends, and dates. “It's a cozy place to hang out, kind of the Starbucks atmosphere,” Christian said.

With a warm-color décor along with the six foot LoveSac in the corner, and in the company of other Smart Cookies, (framed pictures of famous personalities line the walls, including Einstein, Mozart, and Darwin, to name a few) and with a satisfying dessert students can afford, who can resist?