

# q sweets: **EDIBLE COOKIE DOUGH**

As the cooler weather concludes as does 'cuffing season', many Aussies consider spring the time for new beginnings. According to a comprehensive online study of over 10,000 Facebook statuses, British journalist and author of *The Visual Miscellaneum*, David McCandless, found two major spikes on the love calendar for breakups. The first was after Valentine's Day; and the second, was in the weeks leading up to spring - on a Monday, no doubt. Moreover, a 2017 study by dating site eHarmony, also recorded an increase in love slides with 29% of breakups happening straight after the winter months.

In light of the looming spring clean, Cookie Doh Co. have released a limited edition - and extra sweet - Heartberry & White Chocolate edible cookie dough based on recent findings by science journal, *Appetite*, on the effects of taste during negative emotional states. According to food science researchers from Cornell University, pleasurable events enhance the sweetness of food, while negative experiences enhance sour taste profiles. As such, the study highlights a greater preference for sweet, palatable, and high energy-dense foods in order to compensate for the temporary change in taste association.

Founded by Melbourne-based siblings turned entrepreneurs; Chris, Alex and Jessica Reece, Cookie Doh Co. pays homage to simpler times and celebrates the beauty of family, friends and childhood memories. Discovering the concept of edible cookie dough while abroad in America in 2015, the siblings reimagined this fun foodservice offering for the Australian market by incorporating fan-favourite flavours, gluten free options, and limited edition runs. Shipping Australia-wide, Cookie Doh Co. is a delicious treat as part of a healthy diet and is a sustainable FMCG brand by opting for recyclable and biodegradable packaging.

## Heartberry & White Choc

**Bursts of sweet and tart raspberries are combined with velvety Belgian white chocolate and edible candy heart pieces to comfort and mend the broken heart. It's love at first taste (and for a limited time only). Free from eggs and pasteurised substitutes, Cookie Doh Co. is safe to eat raw, anytime-anywhere.**



Cookie Doh Co. can sit unrefrigerated in ambient temperatures for up to 2 weeks, and if refrigerated upon receipt, up to 6 months in temperatures less than 4 degrees Celsius. Fun to eat on its own or as part of a cheeky kitchen creation, Cookie Doh Co. can be squished, smashed, slurped and sprinkled in many indulgent non-baked treats, including decadent sundaes, dreamy cookie sandwiches and delicious milk shake beverages.

RRP \$8.99 for the 250g tub.

Available Australia-wide at [www.cookieDoh.co](http://www.cookieDoh.co)