



SERVICES & PRICING GUIDE

# Linen & Gray

DESIGNER COOKIES

ESTB 2020

[WWW.LINENANDGRAY.COM](http://WWW.LINENANDGRAY.COM)

# Linen & Gray

DESIGNER COOKIES

ESTB 2020

OWNER, BAKER, DESIGNER | EMILY  
LOGGANS

Linen & Gray began as a small cookie decorating side hustle during the long months of 2020. Based in Milwaukee, I've created thousands of cookies for every imaginable occasion: weddings, showers, birthdays, work promotions, realtor closing gifts, holidays, and more.

I believe in high quality ingredients, and that belief has been present in every cookie I make. Grade AA butter, pure vanilla bean paste, and quality flour are the pillars of my decorated Vanilla Bean Sugar Cookies.

I'm a stay at home mom with a sweet tooth and a cold brew obsession. (Trust me, It's far superior to any other type of coffee.) I'm a Milwaukee based baker, photographer, and entrepreneur with big dreams. Always by my side and bringing all the laughter is my husband, Stephen and toddler, Noah.

LOOKING FORWARD TO THE POSSIBILITY  
OF WORKING WITH YOU,

*Emily Loggans*





# What Linen & Gray Offers

## OUR SERVICES



### BASIC DOZEN

\$75

INCLUDED:

\*priced by the dozen\*

- sketch and color palette for approval (before final invoice is sent)
- one to four colors of icing
- mix of shapes and sizes with a mix of simple and detailed piping
- may include: script lettering, some serif/sans serif lettering, piped greenery, basic piped details
- may include hand painted gold details
- individually heat sealed cookies



### BASIC DOZEN: EXAMPLE

\$150

EXAMPLE ORDER DETAILS:

\*priced by the dozen\*

- two dozen vanilla bean cookies
- five shapes
- four colors (white, cream/nude, dusty pink, soft. yellow)
- Cookie #1 (large 3 3/4" pink daisy)
- Cookie #2 (small 2 5/8" yellow daisy)
- Cookie #3 (thin oval with script 'Wren' and daisy details)
- Cookie #4 (rounded oval with daisy stem)
- Cookie #5 (circle with the number "1" and daisy details)
- individually heat sealed cookies

# What Linen & Gray Offers

## OUR SERVICES



UPGRADED DOZEN

\$96

INCLUDED:

\*priced by the dozen\*

- sketch and color palette for approval (before final invoice is sent)
- five to eight colors of icing
- mix of shapes and sizes included larger shapes that may be in the majority
- mix of basic and intricate detail
- may include: script lettering, serif/sans serif lettering (that may be in the majority), piped greenery and florals, extremely detailed piped linework, extensive piping on the majority of the cookies
- may include hand painted gold details or watercolored details
- individually heat sealed cookies
- beautiful packaging



UPGRADED DOZEN: EXAMPLE

\$192

INCLUDED:

\*priced by the dozen\*

- two dozen vanilla bean cookies
- three shapes
- seven colors (white, cream/nude, light pink, dark pink, soft yellow, forest green, mint green)
- Cookie #1 (large oval with wet on wet piped floral pattern including serif lettering "oh baby")
- Cookie #2 (medium wreath with detailed floral piping, matching the invitation, with lettering "HELLO BABY Klopp", matching the invitation)
- Cookie #3 (medium tall hexagon, pink, with single tiered cake with wet on wet floral pattern and script cake topper that says 'baby')
- Cookie #4 (medium tall hexagon, white, with detailed piped floral bouquet
- individually heat sealed cookies

# How it Works

## THE PROCESS

### STEP ONE

#### SUBMIT AN INQUIRY

Submit a custom cookie order inquiry by sending me an email or filling out my contact form on my website, making sure to make note of the desired pick up date so that I am able to check my calendar availability.

### STEP TWO

#### SUBMIT THE CLIENT QUESTIONNAIRE

Once I receive your inquiry, and if your desired pick up date is available, I will send an email with my Client Onboarding Questionnaire for you to fill out in detail.

### STEP THREE

#### PAY THE INVOICE

Once I receive the filled out Questionnaire, I will create a proposal including a sketch and color palette for review and an itemized custom invoice. If all looks to be in order, you will pay the invoice and be officially marked on my calendar.

### STEP FOUR

#### CELEBRATE YOUR EVENT WITH CUSTOM COOKIES

On pick up day, you will arrive at the address provided and pick up your beautifully packaged custom cookies.

The only thing left is: Enjoy!

READY TO GET STARTED?



# Portfolio

OUR RECENT CUSTOM COOKIE SETS



[www.linenandgray.com](http://www.linenandgray.com)



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# Testimonials

WHAT THEY SAY ABOUT US



Sigal F.

"Hi I'm still in your driveway and I couldn't leave without sending you this message. These cookies look better than I could have EVER imagined. Thank you SOOOO much!!!! I'll definitely reach out again."



Liz K.

"I'm sure you get this all the time, but they're way too perfect to eat! Thank you again for squeezing in my order last minute and knocking it out of the park!"



Brittany W.

"STOP IT THESE ARE THE MOST PERFECT THINGS I'VE EVER SEEN."



Liz B.

"Picked up!! - OMG THEY ARE SO CUTE!! Thank you! - cant' wait to give them out/post them - look out for a tag."

# F.A.Q

## FREQUENTLY ASKED QUESTIONS

01

### DO I HAVE TO PAY UPFRONT?

All orders under \$300 must be paid in full within 48 hours of receiving the invoice to be officially marked on my calendar. Orders above \$300 must pay a 50% non refundable retainer, and the remaining balance is paid two weeks before the agreed upon pick up date.

02

### HOW LONG DO THEY STAY FRESH?

All cookies are individually heat sealed in individual wrappers, and if they are kept in those wrappers, they will stay fresh at room temperature for up to two weeks. They may also be frozen for several months if kept in their individual wrappers.

03

### CAN I ORDER A COMBINATION OF SIMPLE AND DETAILED COOKIES?

Yes, all orders are completely custom. An example of a combined order would be one dozen single colored ovals with script lettering and one dozen watercolored animals on white ovals.

04

### DO YOU HAVE AN ORDER MINIMUM?

I have an order minimum of one dozen, although I am always welcome to hear my potential client's ideas.

05

### DO YOU SHIP COOKIES?

At this point, no. I do not ship cookies. All cookies are picked up in the Milwaukee area of Wisconsin.

STILL HAVE QUESTIONS? DON'T HESITATE TO CONTACT ME

[emily@linenandgray.com](mailto:emily@linenandgray.com) | [www.linenandgray.com](http://www.linenandgray.com)



# Let's Work Together

READY TO GET STARTED?



Thank you so much for taking the time to review my services. I am looking forward to the possibility of working with you and helping make your event something truly special!

SEND ME AN EMAIL TO GET STARTED!