



SERVICES & PRICING GUIDE

# LINEN & GRAY

DESIGNER COOKIES

ESTB. 2020

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



# LINEN & GRAY

DESIGNER COOKIES



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, corporate events, and more.

Custom decorated cookies are not just cookies- they are little pieces of luxury that tie a theme together and make an event truly special. In addition to crafting tiny details by hand, I use high quality ingredients like Grade AA butter, pure vanilla bean paste, and quality flour and sugars.

I'm a stay at home mom with a massive sweet tooth and love for baking. Every day requires a little sweet treat, right? Based in the Milwaukee area, I live with my husband, Stephen, and my two adorable kids, Noah & Evie.

LOOKING FORWARD TO THE POSSIBILITY  
OF WORKING WITH YOU,

*Emily Loggans*

OWNER, BAKER, DESIGNER | EMILY  
LOGGANS

# What Linen & Gray Offers

## CUSTOM COOKIES



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CLASSIC CUSTOM SET **\$96**

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\*priced by the dozen\* (\$8/COOKIE)

- 1-3 colors
- 1-3 simple designs and shapes
- may include simple script lettering and basic piped designs
- approval of cookie design & feedback one time
- individually heat sealed cookies



# What Linen & Gray Offers

## CUSTOM COOKIES



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### DETAILED CUSTOM SET **\$108**

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\*priced by the dozen\* (\$9/cookie)

- 1-6 colors
- 1-6 more detailed designs and shapes
- detailed designs with a moderate amount of intricate piping
- designs may include lettering, florals, animals, and more detailed illustrations
- details may include light hand painted details, palette knife florals, and minor metallic painted details
- approval of cookie design & feedback one time
- choice of seasonal dough flavor
- individually heat sealed cookies



# What Linen & Gray Offers

## CUSTOM COOKIES



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ELABORATE CUSTOM SET \$120

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\*priced by the dozen\* (\$10/COOKIE)

the most detailed cookies & a truly  
custom experience

- unlimited colors
- 1-6 extremely detailed designs and shapes
- \*very\* detailed designs with a lot of intricate piping
- may include custom cookie cutter shapes and/or hand cutting
- may include \*more\* detailed lettering including custom lettered designs, florals, piped florals, royal icing transfers, animals, even more detailed illustrations, palette knife painted designs and florals, hand painted details, metallic painted details, uniquely detailed backgrounds, logos
- approval of cookie design & feedback up to three times
- choice of seasonal dough flavor
- 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 order inquiry 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

When filling out the inquiry form, make sure to give as many details as possible about the cookie order, including the theme, colors, illustrative details, words, names, and numbers. Don't forget to tell me how many dozen you'd like!

### STEP THREE

#### PAY THE INVOICE

Once I receive the filled out questionnaire (and if I have availability), I will create an itemized custom invoice. If all looks to be in order, you will pay the invoice and be officially marked on my calendar. Once the invoice is paid, I'll work on a sketch and color palette for review.

### STEP FOUR

#### CELEBRATE YOUR EVENT

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!

# Portfolio

MY RECENT CUSTOM COOKIE SETS



# Portfolio

MY RECENT CUSTOM COOKIE SETS





# Portfolio

MY RECENT CUSTOM COOKIE SETS



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MY RECENT CUSTOM COOKIE SETS



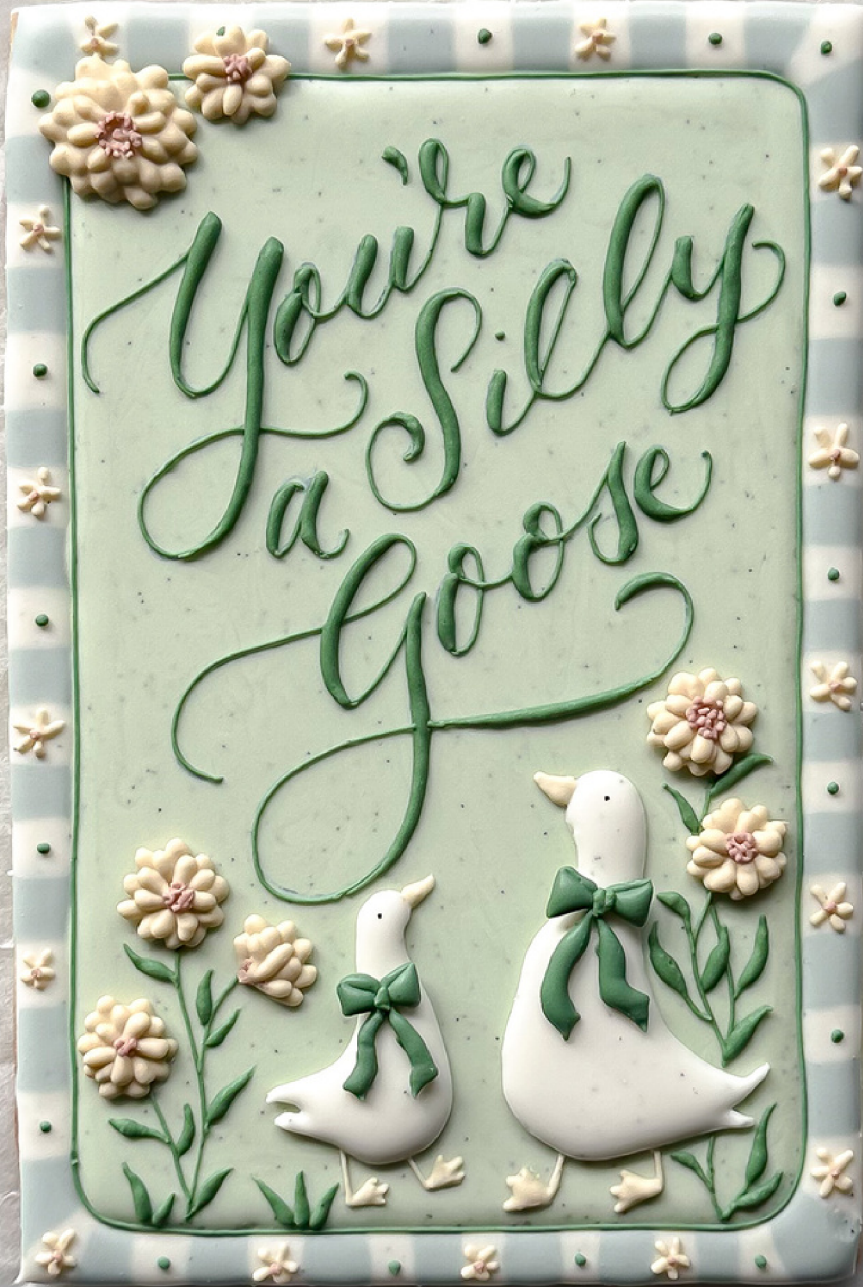
# Portfolio

MY RECENT CUSTOM COOKIE SETS



# Portfolio

MY RECENT CUSTOM COOKIE SETS



# Testimonials

WHAT THEY SAY



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 are due at the time the invoice is received. I require full payment of orders to secure the date on my calendar. However, if you need to separate payments, I am always willing to work with you. All payments must be made at least one week before the order is to be picked up.

02

HOW LONG DO THEY STAY FRESH?

All cookies are individually heat sealed in individual bags, and if they are kept in those bags, they will stay fresh at room temperature for about two to three weeks. They may also be frozen for several months if kept in their individual wrappers. Allow to thaw at room temperature while still in the bag.

03

CAN YOU MAKE DAIRY FREE OR GLUTEN FREE COOKIES?

No, all cookies contain eggs, milk, and wheat. Cookies are made in an environment that is exposed to nuts and soy.

04

DO YOU HAVE A STOREFRONT?

No, I do not have a storefront. All cookies are made in a private residence that is exempt from state licensing & inspection in Greendale, Wisconsin according to Wisconsin cottage law.

05

DO YOU SHIP COOKIES?

No, I do not ship cookies. All orders are picked up in Greendale, Wisconsin with the address provided after the invoice is paid.



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!