

Local Mom Embraces Sustainability With Home-Based Cookie Cake Delivery Business

By Jen Holden

November 28, 2022



Photo courtesy of Cookie Text LLC.

YORK-After spending cherished years as a stay-at-home mom while raising her three sons, Jeanne Fiocca realized she was ready to reenter the workforce and founded her company, Cookie Text LLC, in 2011. Her homemade cookie cakes quickly became a hit, mainly through word of mouth, and display personalized, hand-lettered humorous and heartfelt slogans that are commonly communicated in text messages between friends and loved ones.

“It was time for me to go back to work after raising the boys at home and I realized very quickly that I didn’t want to go back into occupational therapy,” said Fiocca. The entrepreneur spent some time brainstorming product ideas related to opening her own business, and soon Fiocca’s next venture was born.

“I figured out how I could use some of the creativity that I had developed through all the volunteering I had done with the boys’ activities and came up with the idea of making cookie cakes for people,” said Fiocca.

Fiocca’s all-natural creations are baked to order on a daily basis. Made with milk, fresh butter, whole eggs, and real sugar, her cookie cakes come in a variety of delicious flavors, including brownie, chocolate chip, oatmeal chocolate chip, oatmeal raisin, sugar, and peanut butter.

“When I’m explaining the business, I tell people that anything they’d say in a text message can be put on a cookie cake and hand delivered,” said Fiocca. “Although we do get a lot of Happy Birthday and Happy Valentine’s Day orders, the original intention was for customers to communicate messages such as ‘thanks for bringing in the mail,’ ‘sorry I was such a jerk last night,’ and ‘will you go to prom with me,’ for example.”

Since its establishment, Cookie Text LLC has added seven employees to the payroll and many procedural advancements to keep up with product demand.

“In addition to messages, we also offer images on our cookie cakes,” said Fiocca. “There was a time that I did all images by hand, but now that we’ve gotten so busy, we use an edible image printer.”

While Fiocca said most of her outgoing orders are placed by women between the ages of 30 and 55, her customer base has expanded to include local corporate entities.

“A few of our corporate clients include Riverside, Streamline Roofing, and Clancy & Theys Construction Company,” said Fiocca. “A lot of the customers we started out with in 2011 are still using us today. I think what makes us stand out is everything is made from scratch and made to order so customers aren’t getting some prefab mix because we make everything right here in the cookie kitchen.”

The business is based out of her home in Tabb. Fiocca creates her masterpieces from her garage, which has been converted into a commercial kitchen.

“Most of our business is done online through our website Cookie Text.com,” said Fiocca. “Though we don’t offer pickups at my home, we have an arrangement with Bean’s Ice Cream in Poquoson and customers can arrange to pick up their items from their shop if it’s easier for them.”

While Cookie Text LLC’s signature product is an 8”x8” chocolate chip cookie cake, available options come in five different sizes.

“Customers can upgrade to a 9”x13” or 12”x18” cookie cake, which is almost four pounds of cookie,” said Fiocca. “We also have smaller sizes that are meant for individuals. We have a four-inch round and four-inch square option that we sell by the six pack or in bulk, for example.”

One of Fiocca’s favorite aspects of owning her home-based business is that it has provided her with flexibility while caring for her family.

“I was still able to be a mom,” said Fiocca. “Now that they’re all three at Virginia Tech, it’s not as big of an issue, but when they were younger, I could get up at the crack of dawn and make cookies and still go on their field trips or take them to their doctors’ appointments. The other great thing is that the business just fits who I am. I get to help people be nice to each other every day, which is great for me.”

Cookie Text LLC offers free delivery to customers who reside in York County, Hampton, and Newport News and will deliver to Williamsburg, Hayes, and Smithfield for a small fee. Orders must be placed by 9pm for next-day delivery. Baked goods are hand delivered Monday through Friday between the hours of 10am and 4pm.

For more information, visit Cookie Text LLC's website at [cookie-text.com](https://www.cookie-text.com).