



# NEWS RELEASE

CONTACT: Gina Gonzalez  
Economic Development Director  
PHONE: (951) 672-6777  
EMAIL: [ggonzalez@cityofmenifee.us](mailto:ggonzalez@cityofmenifee.us)

## New. Better. Best.

### FOR IMMEDIATE RELEASE

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### **Crumbl Cookies Joins Menifee Countryside Marketplace** *First Riverside County Location Announced in Menifee*

**MENIFEE, CA**—The City of Menifee is excited to announce the addition of **Crumbl Cookies** as the most recent tenant to join Countryside Marketplace, one of the top producing power centers in Southern California, located in Menifee, California off of Haun Road.

**Crumbl Cookies'** decadent cookies and deserts, started with one big dream, two crazy cousins, and the perfect combination of flour, sugar, and chocolate chips. Sawyer Hemsley, Crumbl's co-founder and COO, created **Crumbl Cookies** with a goal to create the world's best chocolate chip cookie. He teamed up with his cousin Jason McGowan, Crumbl's CEO, and dove headfirst into the world of baking. After thousands of dollars in wasted dough, recipes that did not live up to their expectations, and cookies that were just plain embarrassing, the two cousins decided to take their "perfect cookie quest" to the people. They tested their cookies one ingredient at a time, asking the public for feedback each step of the way until finally they came up with what they believe to be the world's best chocolate chip cookie.

The expansion of **Crumbl Cookies** to Menifee will be one of the first locations in Riverside County. Menifee was selected because of its regional economic pull. The trendy and well-known **Crumbl Cookies** opened its first store in Utah in 2017, and now the chain now has more than 200 bakeries nationwide, with stores in San Diego, Redlands, San Clemente, and Rancho Santa Margarita. **Crumbl Cookies** are well known for their mouthwatering high-quality ingredients used in each batch, as the bakery has more than 150 flavors of cookies, rotating them in and out weekly. Weekly menu offerings include four specialty flavors in addition to permanent flavors milk chocolate chip and chilled sugar. **Crumbl Cookies** plans to open their doors in Menifee starting early fall 2021.

"Crumbl Cookies is an exciting and sweet addition to one of the most active shopping centers here in Menifee," said Armando G. Villa, Menifee City Manager. "It is great to see a fun, trendy, dessert spot make Menifee its first home in our county. We invite you to visit Menifee to try what Crumbl Cookies have coined as the "world's best chocolate chip cookies." We are certain they will satisfy everyone's sweet tooth," Villa continued.

For more information about **Crumbl Cookies** coming to Menifee, please contact the City of Menifee's Economic Development Department at [EconDev@cityofmenifee.us](mailto:EconDev@cityofmenifee.us) or visit [www.MenifeeBusiness.com](http://www.MenifeeBusiness.com). For more information about **Crumbl Cookies** please visit [Crumbl Cookies - Freshly Baked & Home Delivered](#).

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**ABOUT MENIFEE:** *Situated in the heart of southern Riverside County along Interstate 215, Menifee is a vibrant, new city of more than 100,000 residents who enjoy a pleasant year-round climate, abundant recreational offerings, reasonably priced housing and convenient proximity to some of Southern California's premiere attractions and employment centers. Within its 50 square miles, Menifee's business, retail and entertainment outlets are starting to shape the community's character and this growing economic base is also contributing favorably to the city's strong financial position. Menifee's growing family-oriented population values the city's ongoing commitment to public safety, community events and smart growth for the future. All of these elements are working together to support the city's strategic vision to make Menifee one of the state's most promising new cities.*