



Cookies with Expressive Fortunes

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What do Daryl Hannah, Jennifer Love Hewitt and Robby Takas of the Goo Goo Dolls have in common? They are all happy recipients of giant fortune cookies from Expressive Fortunes, the Fallbrook Company owned by Stephanie Benner.

Looking for a unique and delicious way to say, "I love you" on Valentine's Day? Stephanie's cookies can fit the bill. Her giant cookies can be personalized with fortune greetings and decorated with bright red hearts. Themes not only include holidays but birthdays, weddings, graduations and more. She boasts, "We have a cookie for any occasion!"

Stephanie came up with the idea to "dip and decorate cookies about five years ago," and finally came to a point where she needed to make a career change. In December of 2003 Expressive Fortunes was born. Two months later she was featured on the Wayne Brady Show and then, "we just started rolling," she said.

Clients can write their own fortunes; however, there is a cookie minimum of 250 for a personal fortune to be tucked inside the small classic size cookies. "Otherwise they come with a standard fortune, which is fun too," Stephanie noted.

Stephanie once had an interesting situation where fortunes became switched. A woman ordered a cookie to congratulate her daughter on a successful dance competition in Ireland. She carried the cookie on the airplane all the way to Ireland and when the cookie was cracked open the daughter read, "Will you marry me?" "The mother was absolutely horrified," said Stephanie. But, complimentary cookies smoothed things over and everyone was able to laugh about it later.

The cookies have been selected for celebrity gift bags at various entertainment industry award ceremonies and recently were personalized with a large orange "Nick" for the Nickelodeon Kid's Choice Awards. The most recent celebrity order is for the 2006 Grammy Awards, where her cookies have been chosen as the exclusive gift for the official Grammy "after party."

"I'm happy my business is growing so quickly," Stephanie said. "I'm excited about my product and I find it very gratifying to know that others are getting excited about it too."

The best selling cookie is the "Celebration Sprinkles" item, a giant cookie decorated with pastel candy confetti on a background of white frosting. "They are great for any cheerful occasion," said Stephanie.

The "Gigantic Cookie" sells for \$26.95, the "Medium Cookie" for \$22.95, and a "Mini Take Out Pail" with two classic cookies sells for \$5.95. Stephanie has recently added "Rice Krispy Treats on a Stick," which sell for \$3.50 each.

Contact Stephanie and crew at Expressive Fortunes by calling (760) 723-5700 or accessing the Web site www.expressivefortunes.com. Please give at least two day's leeway for a one- or two-cookie order. Local customers may pick up their orders at the factory; however, delivery to Fallbrook is also available. "I like Fallbrook and I like the idea that people support the local businesses," Stephanie stressed.

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