



Share the Joy— Host a Cookie Swap!

Cookie exchanges are festive, social, deliciously easy to host—and a great opportunity to bring customers into your store. Here is a sample of party ideas, baking tips, timelines, and more—all from *Cookie Swap!* by Lauren Chattman.



How to Host and Promote Your Event

1. Order plenty of copies of *Cookie Swap!* (To order, contact your sales rep, or call 1-800-722-7202 ISBN: 978-0-7611-5677-2, paperback, \$14.95; 6-copy counter display available, ISBN: 978-0-7611-6180-6.)

2. Choose the What and the Why of your cookie exchange. Remember, cookie swaps aren't just for the holiday season—how about a Mardi Gras swap or a Kentucky Derby swap?! (Download a list of wacky themes and ideas!*)



3. Build a book display featuring *Cookie Swap!* and other favorite baking books (consider mixing in a batch of cookies in a basket or cake stand). Add signage promoting swap to grab customers' attention. Add signage in your cafe, too!

4. Get the word out through your website and/or newsletter. Send an electronic invite. Remember to include the six Ws—who, what, where, when, why, how—plus an R (for RSVP). (Download a sample

theme swap invitation that can also be used as a promotional poster or ad.*) Be sure to include the number of cookies each guest will need to bake.

COOKIE SWAP MATH

A common misunderstanding about cookie swaps is that the more people you invite, the more cookies everyone will have to bake. The math says otherwise! To divide the cookies evenly among swappers, follow this basic equation:

$$\frac{\text{\# of cookies}}{\text{\# of people}} = \frac{\text{\# of each cookie}}{\text{type per person}}$$

5. Blog. Tweet. Add it to your Facebook page.

6. Use your \$75 display/newsletter co-op to buy or prepare any additional food you'd like to serve and designate a separate area for it, so it's clear which goodies are for munching on and which are for taking home!



7. Provide blank identification cards so that guests can write in the names of the cookies they bring.

8. On the big day, put on some music, and let the fun begin! After everyone's had a chance to mix and mingle, gather your guests around the cookie table with their containers and lay down the laws of the swap: Everyone should move around the table in one direction, each person should only take X number of cookies, and there is NO "storing" cookies in your mouth or pockets!

9. Have prizes on hand for each guest. Ideas and resources are available for download.*

10. Provide gift bags, cookie tins, Chinese takeout containers, or cardboard bakery boxes as take-home totes for your guests. Or, keep it simple by asking guests to bring two containers—one for displaying and swapping, and a second for collecting the cookies they will take home.

11. Make sure to take photos and share them with everyone after the event! Send them to participants, add them to your website, newsletter, Facebook page, send to your local paper—and don't forget your Workman rep!

READY, SET, SWAP!

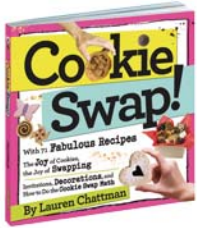


*Downloadable materials, including several recipes, can be found at: <http://www.workman.com/blog/cookieeventkit>



workman

www.workman.com



Excerpt from *Cookie Swap!*
by Lauren Chattman

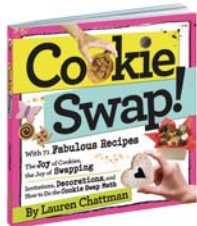
Chapter 1

READY, SET, SWAP!

COOKIE EXCHANGE 101

Anxious to get swapping but don't know where to start? Begin at the beginning, of course. Here are all the basics—including swap math (it's simple, really) and a party-planning primer—to get you from point A to point C(ookie Swap).





Excerpt from *Cookie Swap!* by Lauren Chattman

HAPPY SWAP DAY!

Once upon a time, cookie swaps were strictly Christmastime affairs. They originated in the early 1900s, as a way for women to cut down on their holiday baking load—and have some fun in the process. Holiday exchanges are still wildly popular, but that doesn't mean you can't think outside of the gingerbread-and-candy-cane box. Cookie swaps are blank-canvas parties: They lend themselves to all sorts of themes and occasions. They're ideal for celebrating everything from graduations to bridal showers, and for making a silly

excuse—it's Hug an Australian Day!—to gather all your favorite people in the same place. They also make excellent collaborative fund-raisers and meet-and-greets for PTAs, gardening clubs, Mommy and Me groups, pickup roller derby teams . . . whatever your cause. You can throw a cookie swap whenever you want and for any old reason—your imagination's the limit.

COOKIE SWAP MATH

After you've chosen the what and why of your cookie exchange, you need to figure out the how—and that means doing some calculations. If it's

EXCUSES, EXCUSES :: EVERY DAY'S A SWAP DAY

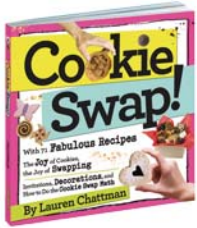
Need a reason to have a cookie swap? Look to the calendar for inspiration, or go online to see what wacky “holidays” are celebrated at any given time. With a little creativity virtually any red-letter day can become the perfect day for a cookie swap.

For Tradition's Sake: New Year's Day, Chinese New Year, St. Patrick's Day, Mardi Gras, Easter, Mother's Day, Memorial Day, Flag Day, Father's Day, Fourth of July, Bastille Day, Labor Day, Grandparents

Day, Halloween, Thanksgiving, Hanukkah, Christmas, Kwanzaa.

The Unusual and Outlandish:

Inauguration Day, Rubber Ducky Day, Groundhog Day, Fat Tuesday, April Fool's Day, Spring Equinox, Secretary's Day, Kentucky Derby, Summer Solstice, National Pink Day, Friendship Day, Fall Equinox, Talk Like a Pirate Day, Oktoberfest, Black Friday. (For a longer list of out-of-the-ordinary celebrations, check out www.dailyholidays.net/)



Excerpt from *Cookie Swap!* by Lauren Chattman

6

READY, SET, SWAP!

been a while since your high school math class, you might squirm at the idea of number crunching. But in this case it couldn't be simpler. You want to determine how many people to invite, and how many cookies each person should take home with them.

First, assess your party space and draw up a guest list. If your swap will take place in your home, or in another fairly intimate space (this is assuming, of course, you don't live at Versailles), it's probably best to limit your list to a number your room can hold comfortably, say between ten

and twelve. If you're thinking big, as in a backyard, school cafeteria, or community center, then the more the merrier.

Next, determine how many cookies you'd like everyone to have when all is said and done. Let common sense be your guide. For a group with tame appetites, three or four dozen might do. A group with eager bellies or large crowds to feed might require as many as six or seven (or even eight or nine) dozen.

A common misunderstanding about the cookie swap is that the more

GIMME MORE :: A NOTE ON YIELDS

It's up to the host (that's you!) to decide how many cookies each swapper should bring. For the sake of consistency and convenience, all of the recipes in this book have yields divisible by twelve. The math should be simple this way. If a recipe yields thirty-six cookies and you've asked swappers to provide six dozen, everyone will need to make two batches.

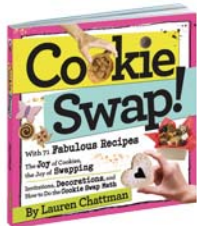
Notice that I don't instruct you to "double" the recipe. Your stand mixer, unless it is the largest, professional-size KitchenAid, won't be able to accommodate a doubled quantity of most of these cookie doughs. So you'll

have to mix two batches separately (there's usually no need to wash out the mixing bowl between batches) in order to end up with twice as many cookies.

When you want everyone to bake up an additional dozen or so for snacking, I recommend mixing a full extra recipe, rather than cutting a recipe in half (which can be tricky and yield not-so-hot results). When you make extra dough, either freeze what you don't bake (best for most of the cookies in this book) or bake it all and freeze the excess (best for bars). You'll find more information on freezing in each recipe.

"A good, simple, homemade cookie is preferable to all the storebought cookies one can find."

JAMES BEARD



Excerpt from *Cookie Swap!* by Lauren Chattman

people you invite, the more cookies everyone will have to bake. The math says otherwise. When you've arrived at the number of cookies you'd like each guest to take home, you've also determined the number of cookies each person must bake. That's it: Everyone goes home with the same number of cookies that they came with.

To divide the cookies among swappers, follow this basic equation:

$$\frac{\text{\# of cookies}}{\text{\# of people}} = \frac{\text{\# of each cookie}}{\text{type per person}}$$

To illustrate, let's say you've got eight people (include yourself here) who have baked forty-eight cookies each. Forty-eight divided by eight equals six. So you'll direct the swappers to take six of each type of cookie, which means they'll have an assortment of forty-eight cookies at swap's end. If your equation has a remainder, simply make sure that everyone takes an extra cookie or two of their choice.

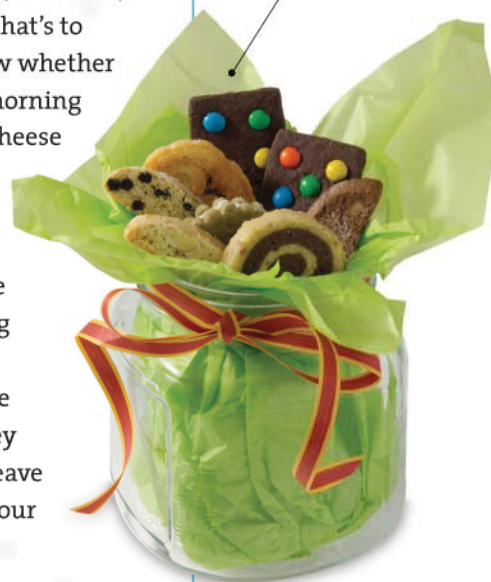
One more thing: If your idea of "cookie swap" is "cookie *eat* and swap," you'll need to make some minor adjustments. There are two basic options. If your guests are light nibblers, there's no need to bake extras; people can just eat more cookies at the party and swap fewer later. In the

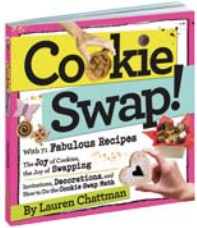
case of the party of eight above, you might have each person set aside eight cookies on an "eat now" table, and then take home five of each (instead of six) at the end. However, if you're a believer in more is more, ask everyone to bake an extra dozen (see Gimme More, opposite). Any extras from the "eat now" pile can always be divided up later—or kept as spoils of the swap by the chef in chief.

YOU'RE INVITED . . .

Now that you've stashed away your abacus, it's time to get creative and put together the invitations. You'll want to cover all the basics, of course, and give a hint of the fun that's to come. Let your guests know whether the swap is a special midmorning coffee break, a wine-and-cheese tasting on book club night, or a Galleta Fiesta (that's sort of Spanish for "cookie party") on Cinco de Mayo. And if you're serving more than sweets, be sure to spell that out, too. People want to know whether they should arrive fully fed or leave room for margaritas and your famous guacamole.

So many cookies—in so little time!





Excerpt from *Cookie Swap!* by Lauren Chattman

8

READY, SET, SWAP!

It's possible to adapt a store-bought party invitation for the purpose, but most of these won't have enough room for all of the delicious details. Besides, homemade invites are more fun to make and to receive. If you're crafty, you could scrapbook an invitation or hand-letter it on interesting paper; or jump on to the computer and design an invitation using The Print Shop or other software. Online photo services such as Shutterfly.com offer reasonably priced custom photo invitations as well.

Here's what to include:

- * **What:** Some of your invitees may not know what a cookie swap is. Give them the lowdown. This is also the place to mention your April in Paris or Winter Wonderland theme.
- * **Why:** As if you need a reason! But if there is one, state it here.
- * **When:** This is easy—it's the date and time.
- * **Where:** Provide the address. If people are traveling from hither and yon, enclose directions and/or a little map (or promise to e-mail them later on).
- * **How:** This is where you lay out how many cookies to bake, how to pack them, and what else, if anything, guests will need to bring to the swap. Ask everyone to tell you what they

plan to bring when they RSVP (you can ask them for the recipe, too).

If you don't have lots of serving pieces (don't worry, you're not alone), or if you're throwing a themed fete, feel free to ask people to bring along a platter or festive decoration. You can even request a different item—Max's silver punch bowl, Martha's miniature maracas—from each person.

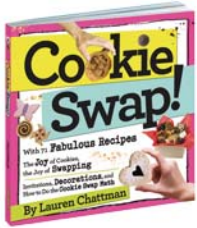
Now simply drop your invites in the mail, hand deliver them, or e-mail them. (E-mail may not be Miss Manners' choice, but it does save time, money, and trees. E-mail also makes it easy for your invitees to RSVP, ask questions, and send recipes if you've requested them. So if this is the right step for you, politely tell Miss Manners to button up.)

COMPANY IS COMING

You've chosen a date, you've chosen a theme, you even know what you want to bake . . . now what? It's time to get organized. The handy time line that follows will lay out what to do and when, so your prep and party will go smoothly—and you'll actually get to enjoy it. You can use the helpful checklist on page 11 to make sure all your ducks are in a row.

"The ornament of a house is the friends who frequent it."

RALPH WALDO EMERSON

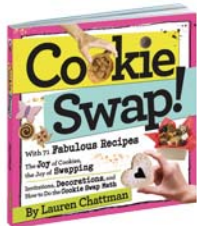


Excerpt from *Cookie Swap!*
by Lauren Chattman

SAMPLE SWAP INVITATION

Every swap invitation, no matter how elaborate or bare bones, should include the six Ws—who, what, where, when, why, how—plus an R (for RSVP).





Excerpt from *Cookie Swap!*
by Lauren Chattman

102

REFRIGERATOR MADNESS

Lemon–Poppy Seed

Cornmeal Cookies



MAKES: 48 cookies

BAKE TIME:
12 to 15 minutes

QUICK PREP

FREEZE ME!

The name of this cookie is a mouthful, which is appropriate for a treat that's got so much flavor (like your favorite lemon–poppy seed muffin) and texture (a bit crunchy from the cornmeal and poppy seeds). I love the elegance and subtle nuttiness of the poppy seed coating, but you could substitute a brightly colored sanding sugar—turquoise is a showstopper, as is hot pink—if you prefer.

1½ cups unbleached all-purpose flour

⅔ cup yellow cornmeal

¼ teaspoon salt

**¾ cup (1½ sticks) unsalted butter,
at room temperature**

⅔ cup sugar

2 teaspoons lemon zest

2 large eggs

1 teaspoon pure vanilla extract

½ cup poppy seeds

1 large egg white

1. Combine the flour, cornmeal, and salt in a medium bowl.

2. Place the butter, sugar, and lemon zest in a large bowl and beat together



Excerpt from *Cookie Swap!*
by Lauren Chattman

with an electric mixer on medium until fluffy, about 3 minutes. Add the eggs and vanilla and beat until smooth. Beat in the flour mixture on low until just combined.

3. Divide the dough in half. Turn one portion out onto a piece of wax paper and shape it, rolling it inside the paper, into an 8-inch-long cylinder. Wrap it in plastic and freeze it for 2 hours. Repeat with the remaining dough. (The dough can be frozen for a longer period; see “A Step Ahead,” right.)

4. Place the dough on the countertop and let it stand until softened slightly, about 15 minutes. Meanwhile, preheat the oven to 350°F.

5. Spread the poppy seeds on a rimmed baking sheet. Brush each dough log with beaten egg white and roll it in the poppy seeds to coat. Slice the dough into 1/3-inch-thick rounds, rotating the dough often so it doesn't become misshapen as you cut. Place the cookies at least 2 inches apart on ungreased baking sheets.

6. Bake the cookies until they're set and lightly colored around the edges, 12 to 15 minutes. Let them stand on the baking sheets for 5 minutes and then remove them with a metal spatula to a wire rack to cool completely.

Lemon-Poppy Seed Cornmeal Cookies will keep in an airtight container at room temperature for 3 to 4 days.

» A STEP AHEAD

Dough logs can be wrapped in a double layer of plastic and then a layer of heavy-duty foil and frozen for up to 1 month. Defrost the dough in the refrigerator for at least 5 hours or overnight before proceeding as directed from Step 4.





Excerpt from *Cookie Swap!*
by Lauren Chattman

176

SNACK ATTACK

Almond and Olive Biscotti



Salty, crunchy, and oh so good, serve or swap these at your next Italian-themed party.

MAKES:
48 biscotti
BAKE TIME:
10 minutes
FREEZE ME!

These nutty, olive-and-Parmesan-laced cookies are absolutely phenomenal served with sliced sopressata and chilled pinot grigio. Cornmeal gives them a sunny color and pleasant crunch. Make up a batch to impress guests at a pre-swap cocktail hour, and then make some more for the exchange itself.

1 cup whole almonds

**1½ cups unbleached all-purpose flour,
plus extra for working the dough**

**½ cup finely ground yellow cornmeal,
preferably stone-ground**

2 teaspoons sugar

½ teaspoon baking powder

1 teaspoon salt

**4 tablespoons (½ stick) unsalted butter,
at room temperature**

**1 cup finely grated Parmesan cheese
(about 2 ounces)**

3 large eggs

¾ cup pitted green olives, chopped

**2 teaspoons finely chopped
fresh sage leaves**

1. Preheat the oven to 350°F.

2. Spread the almonds on a large
baking sheet and toast them until



Excerpt from *Cookie Swap!*
by Lauren Chattman

fragrant, watching them carefully to be sure they don't burn, 6 to 8 minutes. Set them aside to cool. When they are cool, coarsely chop them. Line another large baking sheet with parchment paper.

3. Place the flour, cornmeal, sugar, baking powder, and salt in a large bowl and stir to combine. Add the butter and Parmesan and beat with an electric mixer on low until the mixture resembles coarse meal. Add the eggs and continue to beat until the dough comes together in a ball. Mix in the almonds, olives, and sage.

4. Turn the dough out onto a lightly floured work surface and divide it in half. Shape each half into a flattened log about 12 inches long and 2 inches wide. Place the logs several inches apart on the prepared baking sheet. (The dough logs can be frozen at this point; see "A Step Ahead," right.)

5. Bake the logs until they are firm to the touch, about 30 minutes. Remove the baking sheet from the oven to a wire rack and let the logs cool completely.

6. Reduce the oven temperature to 325°F. Transfer the logs to a cutting board and cut them into ½-inch-thick slices. Lay the slices cut side down on the parchment-lined baking sheet.

7. Bake the cookies until they are crisp, about 10 minutes. Transfer the cookies to wire racks and let them cool completely.

Almond and Olive Biscotti will keep in an airtight container at room temperature for 1 week.

VARIATION

Almond-Prosciutto-Parmesan Biscotti

At the deli counter, ask for a ¼-pound piece of prosciutto cut into a ¼-inch thick slab. Chop the prosciutto into ¼-inch dice and add it in place of the olives.

» A STEP AHEAD

The dough logs can be wrapped in a double layer of plastic and a layer of heavy-duty foil and frozen for up to 1 month. Defrost in the refrigerator overnight before placing on a parchment-lined baking sheet and proceeding from Step 5.





Excerpt from *Cookie Swap!*
by Lauren Chattman

Chocolate-Toffee

Shortbread

Fingers



Walkers Shortbread comes as close to a homemade cookie as anything you'll find in a supermarket aisle. It's made with the same pure ingredients—flour, butter, sugar, and salt—that you would use yourself. And when you dip these cookies in chocolate and coat them with nuts and toffee, well, you can imagine how tempting they are.

Sometimes you can find Walkers Shortbread discounted at the warehouse clubs or at Target. If you do, grab as many boxes as you can (Walkers says its shortbread will stay fresh, unopened, for more than a year). That way you'll be prepared for any cookie swap invitation that comes along.

½ cup toasted and cooled pecans (see Note), coarsely chopped

¾ cup Heath Bits 'O Brickle Toffee bits or coarsely chopped SKOR or Heath bars

1 bag (12 ounces) bittersweet or semisweet chocolate chips

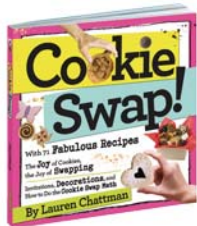
1 tablespoon vegetable oil

4 packages (8.8-ounces each) Walkers Pure Butter Shortbread Fingers (48 cookies total)

1. Line a few baking sheets with parchment paper. Combine the nuts and toffee bits in a shallow bowl.

MAKES: 48 cookies

QUICK PREP



Excerpt from *Cookie Swap!*
by Lauren Chattman

190

EASY PEASY

2. Combine the chocolate and oil in a small microwave-safe bowl. Heat the chocolate in the microwave on high until melted, 30 seconds to 1 minute depending on the strength of your microwave. Stir until smooth. (Alternatively, place water to a depth of 1 inch in the bottom of a double boiler or a large saucepan and bring to a bare simmer. Place the chocolate chips and oil in the top of the double boiler or in a stainless steel bowl big enough to rest on top of the saucepan without touching the water. Heat, whisking occasionally, until the chocolate is melted.)

3. Hold a cookie by one end and dip it into the chocolate, turning, to coat three quarters of the cookie; let the excess drip back into the bowl. Hold

the cookie over the bowl of nuts and toffee bits and sprinkle some of the mixture onto the chocolate-coated top and sides of the cookie. Place the cookie on a prepared baking sheet. Repeat with the remaining cookies. Let the cookies rest until the chocolate is set, about 30 minutes.

Chocolate-Toffee Shortbread Fingers will keep, between layers of parchment paper, in an airtight container at room temperature for up to 1 week.

Note: To toast the pecans, place them in a single layer on an ungreased baking sheet and bake in a 350°F oven, shaking the pan occasionally, until fragrant, 5 to 10 minutes. Watch them closely to make sure they don't burn, and transfer the toasted nuts to a plate to let them cool.





Excerpt from *Cookie Swap!*
by Lauren Chattman

202

EASY PEASY

No-Bake

Chocolate

Bourbon Bites



Kids can't resist cookies, so keep these boozy bites out of reach!

MAKES: 48 bites
QUICK PREP

This no-bake treat is a cross between a cookie and a bonbon. Walkers Shortbread gives the cookies a buttery richness, but for a slightly sweeter, lighter taste you can substitute 10 ounces of vanilla wafers (that's slightly less than one 12-ounce box, about 70 little cookies). Dark rum also works well in place of the bourbon, but no matter what type of liquor you choose, invest in a bottle of the good stuff.

¾ cup sugar, plus extra for rolling the cookies

16 Walkers Shortbread cookies (from two 5.3-ounce boxes)

1 cup pecans

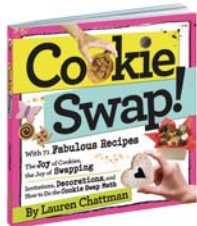
1 cup semisweet chocolate chips

3 tablespoons light corn syrup

½ cup Kentucky bourbon

1. Line several baking sheets with parchment paper.

2. Place ¼ cup of the sugar in a shallow bowl and set aside. Combine the cookies and pecans in a food processor and pulse 7 to 10 times until finely ground (the mixture should resemble coarse sand). Transfer to a large mixing bowl.



Excerpt from *Cookie Swap!* by Lauren Chattman

3. Place the chocolate chips in a microwave-safe bowl and microwave on high until just melted, 1 to 2 minutes. Whisk until smooth. (Alternatively, place water to a depth of 1 inch in the bottom of a double boiler or a large saucepan and bring to a bare simmer. Place the chocolate chips in the top of the double boiler or in a stainless steel bowl big enough to rest on top of the saucepan without touching the water. Heat, whisking occasionally, until the chocolate is melted.) Whisk in the remaining $\frac{1}{2}$ cup of sugar, the corn syrup, and the bourbon. Stir in the cookie mixture.

4. Working over the bowl, roll heaping teaspoons of the cookie mixture between your palms. Set the balls on the prepared baking sheets and place in the freezer until firm, 5 to 10 minutes.

5. Remove the bourbon balls from the freezer and roll them in the sugar to coat. Place them back on the baking sheet, drape them lightly with plastic wrap, and refrigerate them until well chilled, about 3 hours.

No-Bake Chocolate Bourbon Bites will keep in an airtight container in the refrigerator for up to 1 week.

"There are four basic food groups: milk chocolate, dark chocolate, white chocolate, and chocolate truffles."

UNKNOWN

BLUE-RIBBON BOUNTY :: AWARD-WORTHY SWAG

Sure, the hallmark of a successful swap is a bounty of gorgeous cookies. But it's also great loot. Show your guests you care by handing out prizes to acknowledge their efforts. And avoid cookie monsters: Have prizes on hand for each guest. Every cookie will have its merits, so don't be afraid to go wild with the awards. Cookie cutters,

cookie scoops, mini baking spatulas, aprons, small trophies, ribbons, sashes, and medals are all fun (see Resources, page 216, for sources). Prize categories might include: Most Beautiful, Most Original, Most Popular, Spiciest, Richest, Most Chocolatey, Most Allergen-Friendly, and Nuttiest (as in packed with the most nuts . . . or weirdest).



Excerpt from *Cookie Swap!*
by Lauren Chattman

216

Resources

In olden days, when I had to run from store to store looking for just the right cheetah-print bandannas to line my baskets, meringue powder for my icing, and animal-shaped cookie cutters to give out as party favors, shopping for a cookie swap was a lot of work. But now that virtually any item I can dream of is just a few mouse clicks away, shopping for any kind of party is a lot less stressful and a lot more fun. Here is a list of the online and mail-order sources I use frequently to simplify my baking and make my gatherings memorable.

BAKING STUFF

CandyFavorites.com

1101 Fifth Ave
McKeesport, PA 15132
1-888-525-7577
www.candyfavorites.com

My favorite online candy store. There are so many ways to shop for a candy buffet here: Search heart-shaped candy for Valentine's Day or a wedding shower, Christmas candy for a holiday buffet, or by decades for retro candies (great for a birthday). Or search candy by color if you want to set out a blue-and-gold selection for Hanukkah or orange-and-black for Halloween.

CopperGifts

900 North 32nd St.
Parsons, KS 67357
1-620-421-0654
www.coppergifts.com

This Kansas-based family business sells more than 1,000 different copper cookie cutters. I'm addicted. I've recently added a squirrel, a running gingerbread man, a poodle, and the State of New York to my collection. I just sent Vermont to my sister-in-law. If they don't have the shape you want, they will custom-craft a cutter just for you in a few days. CopperGifts also sells a wide range of cookie-decorating supplies,

including nonpareils, edible glitter, and luster dust.

King Arthur Flour

The Baker's Catalogue
58 Billings Farm Road
White River Junction, VT
05001
1-800-827-6836
www.kingarthurfLOUR.com

This catalog and online shop is the only place you'll need to go for high-quality cookie-baking equipment: baking sheets, wire racks, bulk parchment paper, spatulas, cookie scoops, pastry bags and tips, and KitchenAid mixers at competitive prices. Also check out their baking ingredients:



Excerpt from *Cookie Swap!* by Lauren Chattman

meringue powder, gel food coloring, sanding sugar, sprinkles, bittersweet chocolate chips, dried cherries, and a variety of flours. You can also visit their flagship location, The Baker's Store & Café, in Norwich, VT.

N.Y. Cake & Baking Distributor

56 West 22nd St.
New York, NY 10021
1-877-692-2538
www.nycake.com

This purveyor features lots of useful cookie baking supplies, including equipment like stencils, parchment paper, spatulas, and holiday-themed cookie cutters (as well as ½-inch heart-shaped aspic cutters, helpful for making the windows in Mini Hazelnut Linzer Hearts, page 118). They also carry an array of decorations, such as sprinkles, food coloring gels and pens, luster dust, and edible glitter. In addition to an online store, there are physical locations in New

York (their flagship store, listed above) and Los Angeles.

Sur La Table

P.O. Box 840
Brownsburg, IN 46112
1-800-243-0852
www.surlatable.com

A good source for high-end bakeware, cookie cutter sets, and instant-read thermometers in rainbow shades (clever party favors). Sur La Table stores can be found throughout the United States.

PARTY STUFF

BRP Box Shop

823 South Third Street
Clinton, IA 52732
1-563-243-5210
www.brpboxshop.com

If your local bakery won't sell you cardboard bakery boxes, you can mail order them from this website. Choose from natural brown, white, and many other colors. They also sell boxes with heart, star,

Christmas tree, shamrock, and teddy bear cutouts on top, smart choices for themed cookie swaps.

Cookietins.com

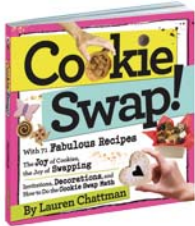
P.O. Box 1351
Belaire, TX 77402-1351
1-832-518-2800
www.e-cookietins.com

Having trouble tracking down a decent cookie tin? This website sells attractive tins in a variety of shapes and sizes at very reasonable prices.

E-Favors.com

362 41st Street, BA
Brooklyn, NY 11232
1-800-455-9965
www.efavors.com

A one-stop shop for inexpensive party favors. Take a look at the personalized mini glass cookie jars (at the time of this writing, \$1.70 each) and "A Star Is Born" cookie cutter set, tied with a ribbon (irresistible for a baby shower—and also inexpensive).



Excerpt from *Cookie Swap!*
by Lauren Chattman

218

RESOURCES

Fortune Cookie Soap

P.O. Box 594
Jenks, OK 74037
1-888-347-6802
www.fortunecookiesoap.com

The name says it all—this is an entire Web catalog devoted to handmade soap in the shape of fortune cookies, each one with a fortune inside. For about four dollars each, these make unique favors and gifts.

Lucky Clover Trading

4950 E. Second St.
Benicia, CA 94510
1-800-338-5825
www.luckyclovertrading.com

When you're short on serving pieces for your swap table, check out this site for unbelievably inexpensive baskets and trays.

Oriental Trading

P.O. Box 2308
Omaha, NE 68103-2308
1-800-875-8480
www.orientaltrading.com

If you've thrown a party recently, you've probably gotten wind of this online retailer. This standby of school moms everywhere is a reliable place to go for gift bags, bandannas (for lining cookie baskets), piñatas, and paper and plastic goods. There's a lot of junk here, but if you pick and choose carefully, you can pull together a terrific party—including decorations, favors, and tableware—for a great price.

Party City

www.partycity.com

A one-stop shop (with locations nationwide) for all your party needs, with some clever offerings for theme parties (and even costumes—if you want to go that far).

Pearl River Mart

477 Broadway
New York, NY 10012
1-800-878-2446
www.pearlriver.com

At this Chinese American department store (and their online outpost), you can find all sorts of party decorations and tabletop items for your swap. I'm a fan of their paper garlands, table runners, and ceramic platters. Their colorful toys make quirky party favors.

Perpetual Kid

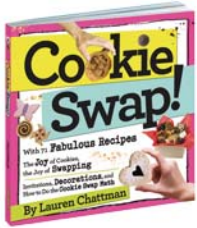
45965 Nokes Blvd., #180
Sterling, VA 20166
1-888-282-7115
www.perpetualkid.com

This online novelty store sells lots of goofy stuff, but their chocolate chip cookie soaps and Oreo-shape key caps (cleverly called Cookeys—get it?) are especially “sweet.”

RibbonQueen.com

P.O. Box 2642
Granite Bay, CA 95746
www.ribbonqueen.com

Buy beautiful and inexpensive ribbon for packaging party favors and cookie boxes from this website. Take a look at their old-fashioned gingham



Excerpt from *Cookie Swap!*
by Lauren Chattman

and grosgrain, as well as their novelty prints, including fruits, animal prints, stars, and hearts.

Ribbons Galore

1780 Vernon St. #3
Roseville, CA 95678
1-800-919-9200
www.ribbonsgalore.com

Ever wondered where beauty queens get their sashes? This is the place. Personalized ribbons make unique party game prizes and can be bestowed upon winners of your “most creative” and “most popular” cookie

contests. You can order from Ribbons Galore online, or from their bricks-and-mortar shop in California.

Shutterfly

2800 Bridge Parkway
Redwood City, CA 94065
1-888-225-7159
www.shutterfly.com

This is my favorite online digital photo service, reliable and easy to use. I’ve ordered custom photo invitations as well as cookie swap recipe booklets using their digital scrapbook application.

Sierra Mountain Candles

4742 Woodthrush Ln.
Sparks, NV 89436
1-775-626-9494
www.sierramtncandles.com

When you want the favors to be as decadent as the party, consider this company’s cookie-scented candles, which come in a variety of flavors including biscotti, hot fudge brownie, oatmeal raisin, snickerdoodle, and chocolate chip.