

Ooh and Aah Cookies

Introduction - Ooh and Aah Cookies is a creative, bakery-based business producing a wide variety of fresh, handcrafted cookie products. From cookie pies and dunker boxes to their signature 7” Chocolate Chip Cookie Card, the brand has built a loyal following through innovation, quality, and charm. Since launching in 2015, Ooh and Aah has become a viral success, achieving the No.1 selling cookies on TikTok and growing rapidly through online sales and unique, personalised products.

Challenge - As the business prepared to expand into the European market, Ooh and Aah faced challenges in scaling production while maintaining their hallmark freshness, texture, and artisan quality. Extending shelf life without compromising natural ingredients was key, as was ensuring consistency across increased volumes. The team also required support in streamlining operations, validating packaging performance, and completing full food labelling and nutritional reviews to meet European standards.

Solution - Working with expert support, Ooh and Aah explored natural methods to extend product freshness and enhance structural stability during transport. Trials included the introduction of Sorpro preservative systems, Moisture Lok grape syrup, and inverted sugar to test their effects on texture and moisture control. The inclusion of grape syrup proved most effective, maintaining the dough’s natural colour and improving moisture retention without artificial additives. The team also received upskilling in food labelling compliance, nutritional analysis, and the creation of templates to strengthen future new product development processes.



Impact - The project extended cookie shelf life by seven days, enabling European distribution while preserving quality and flavour. With clean-label formulations, improved consistency, and enhanced technical knowledge, Ooh and Aah is now ready to expand confidently into new markets and continue leading with creativity and innovation.

