



ASTRODOUGH

COMPANY NEWSLETTER



OUR MISSION

AstroDough, invites cookie dough lovers to experience a deliciously innovative and safe edible cookie dough.

UPCOMING EVENTS

February 26, 2019

Long Island Business Plan Championship Round @ American Portfolios, Holbrook

April 15-17, 2019

Youth Business Summit @ Brooklyn, NY

WHAT'S IN THIS ISSUE?

OUR MISSION	Page 1
UPCOMING EVENTS	Page 1
OUR COMPANY	Page 2
EMPLOYEE OF THE MONTH	Page 2
FINANCIAL HIGHLIGHTS	Page 3
INDUSTRY TREND	Page 3
MARKETING UPDATES	Page 3
COMPETITION DETAILS	Page 4
OUR CORE FLAVORS	Page 4
VALENTINE'S DAY SPECIAL	Page 5
CONTACT US!	Page 5



@astrodough



@ve.astrodough



@astrodough

February 2019 Vol 1 Issue 1

OUR COMPANY



AstroDough is an edible cookie dough company that transforms the way Gen Z satisfies their sweet tooth by offering a completely customizable dessert. AstroDough creates delicious cookie dough and focuses on preventing food illnesses such as the *Salmonella* infection. AstroDough is determined to dominate the dessert niche by providing gluten-free, lactose-free, nut-free, and even more options. AstroDough strives to solve the market dislocation caused by lack of allergy friendly and affordable options in the dessert market.

EMPLOYEE OF THE MONTH



ALEX RANGELL

January
Chief Operating Officer

"We sell an experience for all to enjoy"



SPENCER HABER

December
Sales Associate

"Working hard and getting dough"



ERIC ROSENBLATT

November
Marketing Associate

"Dough de Astro"

FINANCIAL HIGHLIGHTS

AstroDough did not incur any unexpected losses for January and exceeded projected online monthly sales revenue by **\$22,760** as of February 13, 2019. During the LIU trade show, AstroDough enjoyed getting a chance to interact face-to-face with our customers and accumulated **\$79,835** in sales. Congratulations to our sales team for their achievement! Congratulations also to the Marketing Department on innovative promotions! We look forward to continue this success in trade show sales at the VEI Youth Business Summit in April.

INDUSTRY TREND

“Technology and innovation in the fields of flavors and textures are the key driving factors of the industry in the U.S. Various companies are working on a technologically enhanced functional ingredient system to enhance their flavor and expand the industry horizon,”

Grand View Research on the growing dessert industry

MARKETING UPDATES

AstroDough’s marketing promotions reflect culturally important happenings. February’s major event is the Oscars, as millions tune in to see which stars and movies took top spots. A Star is Born swept the nation and the audience fell in love with the Lady Gaga and Bradley Cooper duo. Their famous duet of ***Shallow*** topped the music charts following the film’s release. Inspired by the success of the movie, we created **A Star is Born** cookie dough; A flavor that, like the movie, is out of this world -- dark chocolate cookie dough with space-themed chocolate candies mixed in.

Bohemian Rhapsody has captivated audiences of all ages as it celebrates the story of Queen, specifically focusing on their lead singer Freddie Mercury. The movie smashed the box office and made \$52 million. We created the Freddie **Mercury Rising**, the decadent triple chocolate cookie dough in order to honor both the extremely talented singer and also the success of the movie.

ISING MERCURY New Flavor



COMPETITION DETAILS

NATIONAL BRANDING COMPETITION

AstroDough placed **Top 10%** nationally in the Company Branding competition. CMO Isabel Schneider and Yan Luo successfully created a unique brand aesthetic for AstroDough. The win boosted morale into the Business Plan Competition.

NATIONAL ELEVATOR PITCH COMPETITION

AstroDough did great as a startup company in the National Elevator Pitch Competition. Eric Rosenblatt placed **Top 10%** in the nation, Chloe Catton placed **Top 25%**, and Alex Rangell received **Honorable Mention**. This was a great way to start off the year, as it launched us into infinity and beyond!



LONG ISLAND REGIONAL CONFERENCE & EXHIBITION



Congratulations to our business plan “dream team” consisting of CEO Yan Luo, COO Alex Rangell, VP of Sales Jennie Tannenbaum, CFO Ravin Mehta, Marketing Associate Eric Rosenblatt, and IT Associate Guy Bodner. The team did an amazing job in the presentation and earned **Top 11 in the Long Island Business Plan Competition**. The rest of the team took home **Silver in Booth Design** and **Silver in Impact Marketing**. Great start to the VE competition season!

OUR CORE FLAVORS



**RED
GIANT**



**OUTER
SPACE OREO**



**COSMIC
CAKE**



**GALAXY
COOKIE**



**CHOCOLATE
SPACE CHIP**



**MARS
MELLOW**

All flavors are **CUSTOMIZABLE** to be made gluten-free, lactose-free, and/or nut-free



ASTRODOUGH PRESENTS **VALENTINE'S DAY SPECIAL**

Don't know what to buy for that special someone? We've got the perfect gift! Buy our special Valentines' Day cookie dough using our promo code

VALENTINESDAY2019

to get 33% off your purchase!



DON'T HESITATE TO CONTACT US!

SYOSSET HIGH SCHOOL

70 Southwoods Rd
Syosset, NY 11791

www.astrodough.wixsite.com/website

astrodough.ny@veinternational.org
(516) 364-5818

