



## FOR IMMEDIATE RELEASE

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### **Insomnia Cookies – New Storrs Location – Coming Soon (1 Dog Lane, Suite 107 – Storrs, Connecticut)**

**(October 2, 2012)** – Serve U Brands, the parent company of Insomnia Cookies (a mainstay across college campuses) is set to open another Insomnia Cookies location. The new store will be located just across the street from the University of Connecticut campus at 1 Dog Lane, Suite 107. The addition of this new store will make a total of twenty-four Insomnia Cookies locations with even more set to open in the upcoming months. "We look forward to joining the brand new Storrs Center project and becoming a part of the local community," says Seth Berkowitz, CEO of Insomnia Cookies. "We are very excited to serve delicious cookies to UConn students for many years to come."

Insomnia Cookies was born out of the dislike of heavy meals late at night, love of food delivery, and the realization that by the time you get hungry at night, nothing is open. Insomnia Cookies offers fresh, delicious, oven baked cookies in an assortment of flavors and are delivered warm from the oven right to your door...until 3AM! Some cookie flavors include Chocolate Chunk, Oatmeal Raisin, Sugar, Snickerdoodle and more. Insomnia Cookies also offers brownies with toppings such as Mint Chocolate, White Chocolate Chip, and Snickers. The requisite pint of cold milk is available with any order. While primarily supplying to college students, Insomnia Cookies also has a catering menu for businesses, parties and other events. Insomnia Cookies...baked right, late night! For more information or to order call 1-877-63-COOKIE or visit them online at [www.insomniacookies.com](http://www.insomniacookies.com).

In honor of the company's official grand opening, they will be serving up a free cookie to all customers stopping in store presenting their *free cookie coupons (limit one per customer)*. In order to introduce new customers to the unique late night delivery service offered by Insomnia Cookies, there will also be a special 3 Chocolate Chunk cookies for \$2 promotion occurring for delivery orders only (not combinable with other offers). For more information and to receive your free cookie coupon, keep checking the Insomnia Cookies facebook page at [www.facebook.com/insomniacookies](http://www.facebook.com/insomniacookies) for updates and opening details.

**SERVE U BRANDS** - *Serve U Brands is a rapidly growing hospitality group with two restaurant brands – Insomnia Cookies and Sliders – Burgers and Belgian Fries. Both restaurant concepts service the insatiable hunger of college students and operate with extended retail and delivery hours through 3AM. Serve U Brands looks to continue its expansion throughout the country in the coming years. For more information visit the company's websites at [www.insomniacookies.com](http://www.insomniacookies.com) and [www.slidersbrgr.com](http://www.slidersbrgr.com). Also, visit the company's facebook and twitter pages for updates, coupons and more!*