



DIPPED COOKIES
AUCKLAND FOOD BUSINESS

Good food. Thoughtfully built.

Dipped is a West Auckland cookie business developing original recipes, a rotating menu and its own ordering and delivery tools. The technology built around the bakery also led to Plattr, a platform for food businesses.

BUSINESS

Handcrafted cookies and desserts

BASED IN

West Auckland, New Zealand

FOUNDER

Flynn

CUSTOMER EXPERIENCE

Rotating menu, build-your-own boxes and Dipped Rewards

About Dipped

Dipped Cookies is a West Auckland micro-bakery creating handcrafted cookies and desserts for a rotating menu. Founded by Flynn, the business brings recipe development, online ordering, baking and packing plans, delivery management and customer rewards into one connected operation. Customers build their own boxes, choose available delivery options and keep track of favourite flavours through Dipped Rewards. Interest from other small food business owners in Dipped's website and technology led to the development of Plattr, a platform for food businesses. Discover the current menu at dipped.nz.

Food and operations, connected.

Recipe development

Our own recipes, fillings and finishes support a changing menu of handcrafted cookies and desserts.

Ordering to production

Customers' box selections connect online ordering to baking and packing plans.

Delivery operations

Daylight and evening delivery management brings packing, customer contact and route planning together.

Customer relationships

Rewards connects cashback, reviews, favourite flavours and community lineups.



DIPPED COOKIES

PEOPLE, PLATFORM & CONTACTS

Meet the founder.

Flynn / Founder, Dipped Cookies

Flynn is the founder of Dipped Cookies, a West Auckland micro-bakery built around original recipes and a rotating menu. His work spans product development and the systems used to take orders, plan baking, manage deliveries and connect with customers. Dipped grew from a Browns Bay market stall into an online cookie business serving Auckland. After other small food business owners expressed interest in Dipped's website and ordering experience, Flynn developed Plattr as a platform for food businesses.

From Dipped to Plattr

Interest from other small food business owners in Dipped's website and technology led to Plattr, a platform bringing websites, menus, online ordering, payments and customer loyalty together. Dipped is where the idea began and where we use the technology every day.

Explore Plattr: onplattr.com

Start a conversation

Media, interviews and fact checks

Address your enquiry to Flynn. Include your publication or event, topic, deadline and the material you need. Contact us for a founder portrait, additional photography or current business figures.

hello@dipped.nz

Partnerships and strategic introductions

For stockist supply, corporate gifting and collaborations, explore our partnerships page. For strategic investment or acquisition conversations, introduce your business, your role and the opportunity you would like to discuss.

[Press room / dipped.nz/press](https://dipped.nz/press)

[Brand kit / dipped.nz/brand-kit](https://dipped.nz/brand-kit)

[Business story / dipped.nz/built-at-dipped](https://dipped.nz/built-at-dipped)

Published by Dipped Cookies. Check dipped.nz for current menus, prices and delivery coverage. Image guidance is included in the press kit.