



# Cookie Clash

## Crumbl Cookies vs. Dirty Dough



By: Mindy Schoen

Crumbl Cookies has been all the rage recently because of their fun and innovative cookie menu that rotates every week. When the new cookies come out each week people are quick to get their hands on them and rank them. Influencers make videos of them going and getting the cookies and vlog themselves rating the menu that week. All of this fame and success have gained attention not only from the community, but other cookie companies as well. This has led to many companies copying their business idea and twisting it for themselves.

One of the many companies that is copying Crumbl is Dirty Dough. Dirty Dough has copied Crumbl so closely that Crumbl is actually suing Dirty Dough because they copied Crumbl's cookies and packaging. However, there are some differences between the two. Each week Crumbl has four new surprise flavors and two flavors that rarely change including pink sugar and milk chocolate. Dirty Dough only has two new flavors each week and keeps the same five flavors each week including stuffed chocolate chip, brookie, raspberry toaster tart, reverse with Reese's, and cookies n creme. Dirty Dough also stuffs all of their cookies with fillings that match the flavor, while Crumbl does not. All of this conflict leads people to ask the question of who has the better cookies, Crumbl or Dirty Dough?

When I went to Crumbl the weekly flavors were pink velvet cake, hazelnut mudslide, raspberry butter cake, mom's recipe and lemon cheesecake. This week the pink sugar cookie went away for the first time in months so there were five surprise cookies instead of four. When I went I got the four pack with pink velvet cake, hazelnut mudslide, raspberry butter cake, and lemon cheesecake. It was about \$14.63 for the four cookies, which is on the more expensive side, but the cookies are pretty big and you get a lot of food for the price.

The pink velvet cake was a cake batter

cookie with cream cheese frosting topped with crumbs of the cookie. I enjoyed the cookie, however I would have wished there was less frosting on it because it covered the taste of the actual cookie flavor. Overall, I would rank this a 6/10 because it was nothing special but it was still a good basic cookie.

The next cookie I tried from Crumbl was the hazelnut mudslide. This cookie was a chocolate cookie with hazelnuts in it topped with a nutella topping. This cookie was very rich and hard to eat a lot of at one time, but was very flavorful. I could have done without the nuts in the cookie and would have also enjoyed it with less nutella topping because it was so thick and sticky. This cookie was very enjoyable and I would rank it a 7/10.

Raspberry butter cake was a butter cake cookie rolled in a buttery glaze with raspberry jam on top and vanilla frosting. The flavor was really good, however I would have liked it better without the seeds in the jam. The jam added a nice pop of fruit that most of the other cookies didn't have, which made it lighter than any other one. I liked this cookie a lot and would rank it a 7.5/10.

The final cookie I had from Crumbl was lemon cheesecake. It was a graham cracker cookie with a lemon cheesecake frosting and lemon curd. This cookie was very light and the lemon curd added a tart punch of flavor. I enjoyed this cookie the most out of any other one, but I am a big fan of lemon in the first place. I would rank this cookie a 9.5/10.

Overall, I really enjoyed Crumbl's flavors this week and would recommend going. All the cookies looked like they were advertised and did not let me down. I think they were worth the price, but only when you like most of the flavors. I would definitely go again and would rank Crumbl as a whole a 7/10.

Dirty Dough's flavors of the week were smoreo and triple chocolate. I got the smoreo, triple chocolate, brookie, and reverse

with reese's. The four cookies totaled to \$14.43, which is \$0.20 less than Crumbl.

The first cookie I tried was smoreo. Smoreo is a vanilla cookie with oreos, chocolate chips, and marshmallow bits mixed in with a marshmallow filling. It was topped with a marshmallow and Hershey bar square. I did not enjoy this cookie at all. The flavors did not go with each other at all and it was a major let down. The marshmallow was hard to eat in the middle and would rank this cookie a 2/10.

The next cookie was triple chocolate. It is a chocolate cookie with 3 types of chocolate chips and stuffed with a chocolate filling. I enjoyed this cookie and I think that the chocolate filling really added to it. I wish there were less chocolate chips in it, but it was still a very good cookie. I would rank this a 7/10.

The brookie cookie was a normal chocolate chip cookie wrapped in a brownie flavored cookie and filled with caramel with a drizzle of caramel on top. This cookie was a let down. I had high hopes for it going in however all the flavors didn't really mix well. The big scoop of caramel in the middle was very sticky and I wish it just wasn't there. I would rank this a 4/10.

The final cookie from Dirty Dough was reverse with Reese's. It was a fudge filling wrapped in a chocolate cookie then triple wrapped with a peanut butter cookie and topped with a chocolate drizzle and crushed Reese's. I hated this cookie. I do not like chocolate and peanut butter together at all, which would explain the bad ranking. However, my family that loves Reese's was a big fan of this cookie and ranked it as their favorite out of all the other cookies. I personally would rank this a 0/10.

Overall, I enjoyed Dirty Dough's cookies. They have a good selection of flavors and the stuffing brought extra flavor and texture that I really enjoyed. These cookies did not look like advertised because they were flat and a lot smaller than how they were on the website. Despite that, I would still rank Dirty Dough a 6.5/10.

In conclusion I liked Crumbl better this week. I think it really just depends on personal preference and what the flavors are that week though. I think Crumbl's flavors are more unique and elaborate than Dirty Dough's most of the time. I liked having the toppings on top, compared to stuffed into the cookie because it was easier to eat and the toppings went with the cookie more. Overall, I would recommend Crumbl more to people in the future compared to the one who copied them, Dirty Dough.

Dirty Dough and Crumbl Cookie's flavors of the week. On the left is Dirty Dough and on the right is Crumbl.

