

About Us



Welcome to Cooks and Crafts™- a new business that was conceived by husband and wife team Larry and Eniko Aaron, with much input from their three insightful and creative kids: Samantha, Lauren and Alexander.

Both of them have over 15 years of experience as professional graphic designers, using creativity to help shape some of the largest brands in the world (MSN, GM, Kraft, Merk, Pillsbury, Novartis). Together, they hope to open many Cooks and Crafts stores in the tri-state area and franchise their concept as well.

They decided in early 2004 to build their own company and consumer brand that stood for good traditional family values, coupled with a growing trend and need in the marketplace for a creative dynamic retail destination.

Cooks and Crafts serves as a place where toddlers, tweens, teens and their families can come individually, as a group or with friends to buy products, take FunShop classes or attend parties or events and join our Creative Club and learn about the creative arts in cooking, baking, arts and crafts.

Cooks and Craft's main goal is to empower families with creativity that helps reinforce wholesome family values, provides an educational and entertaining experience and celebrate each child, parent, family and guardian's creativity through creative expression.

The store is designed to have an assemblage of creative zones for adults and kids in many areas for gifts, activities and gourmet:

- **Retail shopping area** for gift baskets, personalized products, fresh-baked goods, kitchen gadgets, gourmet goodies and gifts kits, craft kits and pet gifts.

- **Four large, state-of-the-art and beautifully designed FunShop rooms** that are great for parties, events, Family Fun Nights and FunShop classes all week long.

- **In the FunShop Café/Lounge**, you may bring your laptop and surf the Internet via the wireless zone, while purchasing some gourmet goodies and beverages- all of this, while watching TV on a oversized, digital liquid plasma cable TV.

- **The Gallery Wall** is a series of display walls that showcases hundreds of choices for parties and also the content for the scheduled FunShop classes. You can see the examples live and make a choice that fits your style and interest. There are two computer-driven screens that show looping footage of the cooking and baking curricula as well as upcoming local advertising and local schools' art gallery showings.

- **CooksAndCrafts.com** is our online site where you can find all of our latest brochures, schedules, specials and store hours. We hope to have our e-commerce site back up and re-designed 4th quarter of 07' for you to be able to purchase unique kids cooking and craft items and gift baskets.

- **Demo Cooking Zone** is designed for cooking demonstrations and tastings that will also feature our adult cooking classes. We now offer Junior Cooking Classes for ages 10-20 in Tuesday nights, and Adult non-gourmet classes on Friday evenings. Gourmet classes run 1-2 times a month and are posted in the store. For private classes with a groups of 10 or more, inquire within.

We have over 25 themed FunShops for kids to choose from, as well as many for older children and adults, including: scrapbooking, cooking, home decor, Relax-Zing bath creations. There are Family Fun Nights on Saturdays by sign-up and family breakfasts by kids.

**We are a Fun, Safe and Clean place!
We have a free affinity club card and sell gift cards!**

NEW: Corporate Team-Building Events

Larry Aaron
President/Owner
Cooks and Crafts, L.L.C.
244 Route 206 South
The Mall at 206
Flanders, NJ 07836
973.927.3222 Tel.
973.927.3225 Fax
larry@cooksandcrafts.com

