

Oreo opens its first-ever café

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Dhaka: The famous global cookie brand Oreo has opened its first café in its 109-year history. Simply called the “first-ever” Oreo Café, it is “a new, immersive and personalised way for all fans and cookie lovers to experience Oreo in person!”, says the brand.

The café is located on the third floor of the It'Sugar store in the American Dream complex at the Meadowlands Sports Complex in East Rutherford, New Jersey.

Oreo Café looks like a part merch shop — with plenty of shelves featuring all sorts of Oreo cookie varieties alongside other Oreo gear and goodies — and part quick-service joint serving up made-to-order Oreo treats. Oreo bills the latter as “a first-of-its-kind treats bar, where visitors can customise sweets or pick from a delicious menu of decadent Oreo inspired desserts,” the company said in a statement.

Specifically, the menu is broken down into three sections. The “Oreo Desserts” are Oreo spins on three classics: a cheesecake, a waffle sundae, and a brownie sundae. The “Drinks” include an Oreo-accentuated smoothie and cold brew alongside basics like coffee and tea.

However, the highlight of the show is the “Twist Your Oreo” option which allows customers to start with a base of either waffle, ice cream sandwich, cone, or milkshake and then top it off with a long list of Oreo-inspired toppings.

On top of it, Oreo has also announced a secret menu item for those in the know that people wandering in off the streets will not see – the Oreo Donut S'Morewich.

If all this is too intense for your sugar tooth to handle — or simply cannot make it to East Rutherford — all is not lost. Oreo said you can still buy the merchandise at itsugar.com and oreo.com.