

## This cookie monster is green

Craig Silverman

A new environmentally friendly, food-filled vehicle will be making the rounds of festivals this summer. It uses propane instead of gas, powers its kitchen with solar energy, and is full of cookies.

### EXPLAINER RIDES ALONG WITH THE URGENCE-BISCUITS MOBILE COOKIE BAKERY.

**1** Meet the mobile cookie bakery, an idea thought up by Michael Eskenazi, founder of cookie company Monsieur Félix & Mr. Norton. "Last year I was trying to find a way to get the business back in the public eye and build sales," he says. "Basically, I wanted to find a way to get warm cookies into people's mouths." Sounds delicious(ly dirty). Eskenazi decided he needed a mobile bakery. He also wanted to make it a green bakery, which

meant he needed to find a truck that ran on propane instead of gas. After failing to find one in Eastern Canada and the Eastern U.S., Eskenazi located one in Oregon. He flew to Oregon and drove it the roughly 5,000 km back to Montreal. "It was very cathartic," he laughs. Once in Montreal, he spent over \$50,000 to turn it into an earth-friendly cookie bakery.

**2**All of the appliances in the truck are powered by solar panels located on top of the vehicle. So too are the flat-screen TV and sound system that Eskenazi installed. As for the design, Eskenazi says he was inspired to go with a "retro-psychedelic look" after watching the film *Across the Universe*. The plan is to bring the mobile bakery to all the major summer festivals and, yes, put warm

cookies in people's mouths. "I love driving it around and seeing people's reactions," he says. "I could see people wanting to lick the side of the truck because the [images of] cookies look so good. It's going to be fun." Wherever the truck goes, it will be joined by members of ENvironnement JEUnesse, a non-profit environmental education organization. They will offer cookie customers lessons on how to live green. "They're happy because they can use the truck to point out the benefits of solar energy and not using gas, and also show the recycled board we use for packaging," he says. So can we expect to see more mobile cookie bakeries in Montreal soon? "We're going to test it this summer and see where the business goes from there," he says. "But I don't think I want to do that drive again."



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