

Passion Project To Career

Obsessive Cookie Disorder Company

Tracy and Mohamed Shaaban
Los Angeles, CA

Obsessive Cookie Disorder Company is owned by husband and wife, Tracy and Mohamed Shaaban. They are both Professional Bodybuilders in the IFBB Pro League and their company started out of their love for eating cookies and sharing what they thought to be “CARB-WORTHY CHEATS” with their fellow bodybuilders.

How It Started

I used to compete and being in that deficit, after a show I was always looking for something to eat. My go to was always cookies. Even when I was on prep, my Instagram would be flooded with sweets and cookies and trying to find the best cookie places in the city I was planning to compete in. My cousin used to bake me chocolate chip cookies and they were really good and I used to ask her for the recipe but she would never give it to me so I began trying to replicate it. I went through about 12 batches of cookies that I completely destroyed. It was really terrible. They were flat or oily and didn't look at all what they look like now. But I was obsessed over those cookies.

By the time Cydney Gillon returned for her graduation, she had lived with me in LA while going to grad school; I



had perfected the recipe and baked her some cookies. She exclaimed how good these were and said, “You should start selling them.” I replied, “I don't know, I'm not really into that side hustle thing.” I just like baking for fun and for my friends. I would bring Roelly cookies and Big Ramy during Olympia because they are our husband's friends. In 2019, I did Chicago Pro and I baked some cookies for my cousin. She also said I should start selling them. I began to think maybe I could.

How Long You've Been In Business

My husband moved here from Kuwait, got his approval for his green card and in March 2020, during Covid, we started our cookie company, so almost two years. I started coming up with business names, cookie names, I developed the website and it just took off from there. I'm actually planning on resigning from teaching after the school year is over, so this will be my last school year teaching 12th grade Anatomy and Physiology and 10th grade Biology.

Extreme Flavors

I'm a big foodie. I like to look for food I love to eat and I have the biggest sweet tooth. If I go to a city or country and try a new food that I like, I will manipulate those flavors and turn it into a cookie. That's where all the flavors come from. I have a book that I write in anytime something pops in my head. I'll pull it out writing down notes on wanting to put this together or that together or I want to put this ingredient with that ingredient and then I'll give it a name. My husband limits me to only 6 flavors a month and one time he actually tried to hide my book from me.

Distribution

Ecommerce consumers buy our cookies online and we ship them out and we also sell cookies out of Iris Kyle and Hidetada Yamagishi Powerhouse Gym in Las Vegas. Because we are both professional competitors, my husband and I love the fact that athletes can open their swag bags and get goodies. The first show we provided cookies for was Tim Gardner's

show in Puerto Rico. Now, we provide cookies for his other shows too. We've begun providing cookies for other shows and set up brand ambassadors including Cyd Gillon, Ashley K, Shanique Grant, Monique and Casey DeLong.

We are planning to open a storefront in Los Angeles next year. Ultimately, we want to do more than just cookies, but I'm keeping that under wraps for now. For now, I like the idea of having one store in an area giving it a more exclusive feel and of course doing the ecommerce thing as well. Internationally, we're going to have territories so we are working on opening our first store in Egypt and another one that will be coming soon to the UK and Italy.

What Sets You Apart

Our flavors are so unique and special. We use organic eggs, premium butter with real ingredients, no artificial flavors. Our banana cookies have real bananas, our ube cookies have real purple sweet potatoes and our lemon flavors have real lemon zest and fresh squeezed lemons. You can literally taste the premium, high quality goodness in each of our cookies. Currently, myself and my husband do all the cooking and have hired a few of my friends to help with packaging and shipping. Even the people that I hire to help us don't make the dough, only I do. Nobody knows the recipe except me and my husband. We have about twenty or so different cookies. We are really known for our extreme flavors and looking at our statistics, that's what our customers come to us for. It takes a lot of time to produce and we don't mass produce. You can eat our cookies and not feel bloated the next day because I don't use any white sugar in my cookies. There is a certain consistency that I strive for and that's what we use, that's the one that I like. That kind of quality sets us apart. Our customers like the cookies we make from scratch, actually shredding the carrots or boiling the ube and I'm so picky. I could just throw the carrot in a blender and throw it in there but nope, I use a grater and do them all by hand. It gives it a different texture. Our cookies have a shelf life of two weeks on the counter, two weeks in the fridge, 2 months in the freezer.

The Name

I have a very obsessive personality. I started out attempting to make a sugar free, low fat, low carb, high protein cookie. I was trying that and I kept on doing it over and over and over trying to come out with the perfect cookie until I finally realized there's no point in making a low fat, low carb, high protein cookie. What I really want to make is an extraordinary cookie! It took lots of trial and error to find the perfect texture, size, gooeyness and sweetness! Those that know me say, she is always obsessively baking the perfect cookie, making it worth the cheat! What we know as, Carb worthy cheats!

Selling & Growing

My husband is a big part of the business and he's very supportive in all my decisions. Even two weeks out from Olympia or one week out he's still in the kitchen working with me smelling cookies all day. I think there's been like only one time, he was in peak week and we had been in the kitchen like 5 days straight. He's obsessed with the mango cookie and he smelled the mango and he just walked out and I asked “Where are you going?” and he just said “I cannot be in here right now.” Other than that, he's been right by my side. He's such a good sport.

“ If I go to a city or country and try a new food that I like, I will manipulate those flavors and turn it into a cookie. ”

We sell our cookies online on our own website. We've discovered that our customers prefer to pick their own extreme flavors rather than purchasing a preselected bundle and that's one of the reasons we feel a storefront is the right direction for us. Another reason is that packaging and boxing and shipping is our most expensive cost. Opening our own space will cut our cost by removing the cost of renting a kitchen as well as some of our current shipping prices.

So far, I haven't had one bad review or complaint yet. It's a real blessing. We try to interact with our Instagram followers by sending them a thank you and a discount code. We just try to interact because we want them to feel like we're human and we're just not trying to sell them something.

The Future

I'm excited to travel to new countries and cities to come up with more flavors. I look forward to visiting their dessert shops, finding new and different ingredients, learning their culture and flavors and then working on trying to manipulate those flavors into a cookie of my own. I think that'll be fun.

Giving Back

Obsessive Cookie Disorder Company donates 10% of all sales to Asian American Psychological Association, a nonprofit that helped Tracy's mother and their family with the struggles of mental health illness and they give cookies to front line workers. They hope with time, as their company grows, they can do more and give back more.



These are just three examples of people who have taken something they are passionate about and turned it into their career. They competed on the stage and now they've made something that the athletes enjoy and made it into their business. It's these businesses that support the sport so when you see them at the shows show them some love and support. Do you have an idea for a business? Are you passionate about it and willing to put in the hard work to make a go of it? Creativity, thinking outside the box and solving a need, can allow you to evolve your passion and make it your career.