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Raw: New cookie-dough business set to open downtown

By DON SERGENT dsergent@bgdailynews.com Jan 12, 2018

Bailey Dahlquist is flanked by his mother Tracy Dahlquist and girlfriend Chloe Hohlbein as they prepare for the opening of the Raw cookie dough business.

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You could say Bailey Dahlquist started his new business with a raw idea. Just don't say he cooked it up, because his new downtown eatery won't even have an oven.

Dahlquist, a Western Kentucky University junior majoring in entrepreneurship, is putting his studies to good use by launching a business called Raw in the former home of Zebra Graphics at 432 E. Main Ave.

The new venture on the downtown square offers edible raw cookie dough in various flavors along with ice cream. Dahlquist, 21, explained that the idea for this unusual eatery comes from his native Chicago.

"We have a place like this back home," Dahlquist said Thursday as he, his parents and some friends worked to get the business ready for a planned Feb. 1 opening. "I miss it. I figured it would be good to start one here, especially downtown. It seems that the whole area is leaning more toward foot traffic."

Dahlquist, who is starting the business despite continuing to be a full-time student, explained that the cookie dough is edible because it doesn't contain raw eggs. He will be offering it in chocolate chip, cake batter, double chocolate, peanut butter and S'mores flavors, along with other flavors on a rotating schedule.

"We've been playing with it for two or three months now and did a lot of testing," he said. "I think we nailed down some good recipes. It's some of the best stuff you'll ever put in your mouth."

"The cookie dough is delightful," agrees Bailey's father, Brian Dahlquist, who was in town to help renovate the building.

The elder Dahlquist said his son "likes to have extracurricular things to do," dating back to when he sold Apple Inc. products as a teenager. Already a full-time student with a leadership role in his fraternity, Bailey Dahlquist now is in charge of a business that he says will be open seven days a week in the afternoon and evening.

"It's all on him," said Brian Dahlquist. "He didn't ask for any money. He has done his due diligence. I'm proud and nervous. But he has done his homework and checked his demographics. I think this will be a good experience for him."

Putting his business acumen to good use, Dahlquist purchased surplus tables that were used at Greenwood Mall and bought freezers from an ice cream shop that was closing.

"He's very sound when it comes to money," said Brian Dahlquist.

Bailey Dahlquist's girlfriend Chloe Hohlbein, who plans to help out at Raw when it opens, has enjoyed seeing her boyfriend's business plan come together, even if she at first thought it was a half-baked idea.

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“At first I was definitely kinda shocked,” she said. “But I knew he would pull it off. It is all falling into place, and we’ve done a lot of it together.”

Hohlbein, a senior public relations major at WKU, is helping promote the business through social media and collaboration with businesses.

Bailey Dahlquist hopes to bring business in through promotions that allow nonprofits, WKU fraternities and sororities and local elementary schools to do fundraising.

He’s continuing to work on menu items, including a cookie dough shake.

And the young entrepreneur is already looking beyond the single Bowling Green location.

“My goal is to start here and give back to the community,” he said. “Eventually, I would like to take it to other college campuses.” ; **Advertisement**



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