

For Immediate Release

## **Cookie Plug Drops Its First Virginia Location in Virginia Beach with Grand Opening Saturday, May 17**

*Veteran-Owned, Street-Inspired Cookie Brand Expands in the 757*

**VIRGINIA BEACH, VIRGINIA, May 7, 2025** – Cushman & Wakefield | Thalhimer is excited to announce that [Cookie Plug](#), the bold and unapologetic cookie brand blending street culture, hip-hop vibes, and thicc, gooey cookies, is set to open its first Virginia storefront at Holland Plaza on Saturday, May 17, in Virginia Beach. Connie Jordan Nielsen and Alicia Brown of Thalhimer represented Cookie Plug in the lease negotiations.

Owned and operated by Mike Walters, a longtime Virginia Beach resident, Navy veteran, and experienced entrepreneur, this marks the next chapter for the Walters family—who've already built a loyal local following with their Cookie Plug food truck.

"Virginia Beach is my home, and the community has always shown love," said Mike Walters. "Opening this storefront is more than a business move—it's a chance to create something meaningful in the place that's supported us from the very beginning."

Mike's leadership background spans nearly three decades of service as a Nuclear Officer in the U.S. Navy. Since retiring from active duty, he's continued to lead in the business world—now bringing that same discipline and hustle to the world of cookies.

Cookie Plug's arrival in Virginia Beach is no small feat. "Mike embodies everything Cookie Plug is about—leadership, hustle, and heart," said David Denker, President of Cookie Plug. "From his success in the military to his commitment to building a family-run business, he's the perfect person to bring the Plug to Virginia. This is just the beginning."

Cookie Plug delivers more than just cookies—it's a full experience. With its signature graffiti-tagged walls, mixtape branding, and wild flavors, it's unlike anything else in the dessert game. Expect fan favorites like Bam Bam (Fruity Pebbles), Firecracker (S'mores), and Pixie Junkie (Sugar Cookie), all baked thicc, soft, chewy, and gooey.

The new location will also feature Iced Up Phatties (ice cream cookie sandwiches) and Filled Cookies like the over-the-top Dubai Filled Cookie from their exclusive "secret stash" menu.

**Grand Opening Special: Buy 4 Cookies, Get 8 FREE with a Drink Purchase**

**For Further Information Contact:**

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Location: Cookie Plug Virginia Beach, Holland Plaza, 4308 B Holland Rd, Virginia Beach VA 23452

Store Hours:

Fri–Sat: 12 PM – 12 AM

Sun–Thu: 12 PM – 10 PM

Mike's already looking ahead, with plans to open more locations throughout Virginia. "This is just the start," he said. "We're ready to put Cookie Plug all over this state."





### About Cookie Plug

Founded in 2019 in Southern California, Cookie Plug is a street-inspired cookie company that combines the vibes of a hip-hop smoke shop with fresh-baked, thicc cookies. Known for its bold branding, graffiti art, and mixtape-style flavors, Cookie Plug serves up cookies that are soft, chewy, and baked to order. With a focus on community, culture, and flavor, Cookie Plug is redefining dessert—one cookie at a time. The brand is rapidly expanding nationwide through its growing franchise program.

For more information, visit [cookieplug.com](https://cookieplug.com) or follow us on Instagram @cookieplug.

### About Cushman & Wakefield | Thalhimer

Thalhimer was founded in 1913 and currently has offices in Richmond, Newport News, Virginia Beach, Fredericksburg, Roanoke, Charlottesville, and Lynchburg, Virginia. The company has nearly 100 broker professionals and employs approximately 530 associates. Thalhimer represents, on behalf of its clients, a property portfolio of 54 million leasable square feet, management of more than 28 million square feet of commercial property, and nearly 12,000 multifamily units. In 2024, Thalhimer completed over 1,800 transactions with a transactional volume of more than \$1.96 billion. Thalhimer is the region's leading provider of comprehensive commercial real estate services, including corporate services, investment sales, tenant representation, project management, asset management, and the sale and leasing of office, industrial and retail properties. To learn more, visit [www.thalhimer.com](https://www.thalhimer.com).

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Cushman & Wakefield (NYSE: CWK) is a leading global commercial real estate services firm for property owners and occupiers with approximately 52,000 employees in nearly 400 offices and 60 countries. In 2024, the firm reported revenue of \$9.4 billion across its core service lines of Services, Leasing, Capital markets, and Valuation and other. Built around the belief that Better never settles, the firm receives numerous industry and business accolades for its award-winning culture. For additional information, visit [www.cushmanwakefield.com](https://www.cushmanwakefield.com). **-END-**