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Sophisticated pot cookies from Cupcake Royale owner hit Washington shelves this week

Posted on [Sunday, March 15, 2015 - 7:43 pm](#) by [Bryan Cohen](#)





Jody Hall took cupcakes to a new level when the Capitol Hill resident opened **Cupcake Royale**, now she wants to do the same for marijuana infused treats. After a year of research and tinkering with recipes, CHS can report that Hall is rolling out a line of edibles under her new business, **The Goodship Company**.

On Friday, Goodship began distributing its first retail-ready batch of two types of cookies — **sea-salt chocolate chip** and **Saigon cinnamon snickerdoodle** — to ten I-502 retailers in the region, including **Uncle Ike's** at 23rd and Union. Unfortunately, you won't find them for sale at Cupcake Royale's E Pike flagship.

Bringing her baking expertise to the world of edibles, Hall said her soft batch cookies are made with the “welcome back potter” in mind — adults returning to marijuana after giving it up in their younger days. From the packaging artwork to the wholesome ingredients, Hall said she wants her products to shake off the seedy stigma attached to weed-infused sweets.

“You should bring this to a dinner party like you bring a nice bottle of wine,” she said. “I’m calling it sophisticated good times.”



Hall said her cookies aren't intended to produce a [Maureen Dowd freakout](#), but they do include this warning just in case:

This is your captain speaking. We recommend starting with a half serving to responsibly reach cruising altitude. Overdoing it can spoil the ride.

The cookies will sell for \$10-\$12 each and are made with 10 mg of THC extract, marijuana's psychoactive

chemical. Hall said she and her pastry chef spent months in the kitchen to come up with the perfect recipe, which included finding a way to evenly spread the THC extract without overworking the cookie batter.



— (Image: Goodship)

A six-pack of cookies will be available soon. Hall is also getting ready to roll out a line of chocolate bars in May. The first two will be a dark chocolate bar and a coffee dark chocolate bar. More cookie and chocolate flavors are in the works.

Weed cupcakes, however, are not in the cards. While Hall initially toyed with idea, she said making weed cupcakes would likely mean using partially hydrogenated ingredients, something that goes against her cupcake credo. “It’s a different world in packaged goods,” she said.

In the spirit of elevating the world of marijuana edibles, Hall said part of Goodship’s mission will be to support the arts and creativity. Ideas are already in the works to supply customers with field-trip suggestions around Seattle, like visiting a museum or park.

The Goodship Company and Cupcake Royale are separate companies: different staff, different kitchens, and different intended customers. The Goodship cookies are baked at a separate Airport Way facility. “We don’t want anybody to think they’re remotely tied,” Hall said. That’s not to say a Royale cupcake wouldn’t nicely compliment a ride on the Goodship.

Ideas for the Goodship brand formed last year in the weeks after Hall caused a media stir when CHS broke the news that she had [applied for a I-502 retail license](#). The retail license fell through, and Hall would be barred from applying again unless she drops her current producer license.

Upon learning Hall had an interest in retail marijuana, Seattle-based edibles manufacturer **DB3** contacted Hall to see if she would be interested in partnering with the company to create a line of edibles.

Jumping into edibles wouldn't come without some risk. Hall had her Cupcake Royale reputation to consider. She also had to raise money for the first time. So far, she said she's enjoyed the challenge of creating a line of refined edibles that values good taste as much as a good high.

Hall began her career with **Starbucks** before moving on to Cupcake Royale. She said she's excited to be a pioneer in the country's nascent legal marijuana industry, and thinks edibles are only just taking off.

"It's a fun, liberating feeling. Definitely better than smoking," Hall said. "It's a real beautiful, positive experience."

Find out more on [the Goodship Facebook page](#).

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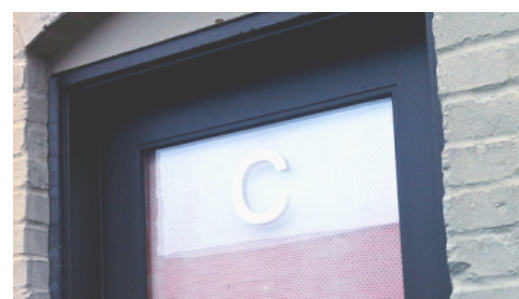
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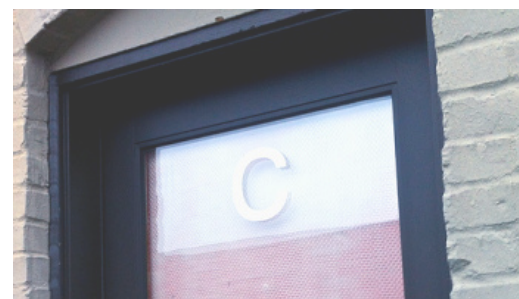
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