

PAT KIMBROUGH | HPE

The Crumbl Cookies store in High Point has closed due to declining business after about three years in operation in the commercial strip building at 1915 N. Main St. between Five Guys and Hangry Joe's

Crumbl Cookies closes local store

BY PAT KIMBROUGH
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HIGH POINT — National dessert retailer Crumbl Cookies has closed its only High Point store after three years in operation.

Franchise owner Nate Poindexter said the decision came after a slowdown in business driven by dietary trends, as well as larger economic factors like high gas prices.

"Something like 10% of adults are on GLP-1

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CRUMBL

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(weight loss treatment) in America, so they tend to cut down on people's sweet tooth," he said. "We're sad to have to close it down, but just like any business, if it doesn't make sense, you've got to close up shop."

Poindexter and his wife, Aline, opened the store in 2023 in one of the tenant spaces in the commercial strip building at 1915 N. Main St. between Five Guys and what's now the Hangry Joe's chicken restaurant.

Founded in Utah in 2017, the chain grew to more than 1,000 stores, each with a bakery and store featuring a rotating menu of cookie flavors.

The couple own other Crumbl stores, one of which is in the Triad.

"We have one in Burlington, and it's staying afloat," he said. "It has a little bit of distance from other shops, so that helps."

The strip center that Crumbl Cookies is vacating will soon gain a new tenant in the anchor office space at N. Main Street and Fisher Avenue, which is being upfitted for a retail bank branch for JP Morgan Chase — its first in High Point.

"The visibility was incredible," Poindexter said. "That intersection is one of the busiest in High Point. I was fond of that location. I thought it would be a good spot, not far from High Point University."