

Smart cookies

Feed Your Soul, Jersey City

A cookie factory? In downtown Jersey City? Run by a former trader on the New York Stock Exchange?

"I always cooked, but I never baked," said Mya Jacobson, owner of Feed Your Soul. She left her trader days behind and learned fast, at first baking out of her apartment, then converting a former restaurant on Jersey Avenue into a full-scale bakery.

"I had seven salad bars I didn't know what to do with," Jacobson said, laughing.

She formed a company, set up a Web site, took photos, hired assistants. Call it a cookie success story; her cookies can be found in 15 supermarkets and stores, including Dean & DeLuca, and regular customers include some major corporate clients.

But anyone can just walk in, sit down at one of the tables and sample the cookies, from chocolate chip graham and chunky peanut butter to white chocolate snickerdoodle and springtime Key lime. You can also get ice cream sandwiches, with your choice of cookies.

We'll get right to the point: Her chocolate brownie chunk cookie, topped with white chocolate morsels, is the best chocolate cookie the Munchmobile driver has had in years. He tried hiding this stash at work, but voracious colleagues found him out, and the cookies quickly, and sadly, disappeared. Guess he'll have to make another trip to downtown Jersey City, and feed his soul, and chocolate cookie craving.

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