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Feed Your Soul expands wholesale offerings

Jersey City, N.J.-based Feed Your Soul recently introduced five new cookie varieties and a new packaging design, in addition to earning kosher certification and forming partnerships with KINGS supermarkets and Gourmet Guru. Its all-natural and now kosher cookies will come in ecologically friendly boxes in the following flavors: Crispy Chocolate Chip, Oatmeal Chocolate Chunk, Chocolate Chip Mint, White Chocolate Snickerdoodle and Nutty Peanut Butter. The new items will be distributed by Gourmet Guru and sold in KINGS Supermarkets.



Feed Your Soul products currently are available in New York City's Dean & DeLuca, Garden of Eden, Amish Market, Westside Market and Fairway; they're also sold on Saks Fifth Avenue's Web site, www.saksfifthavenue.com.

"Feed Your Soul has always been a pioneer in the gourmet food marketplace, baking decadent, all natural cookies with innovative recipes that make it possible for cookie lovers to buy an oven fresh product straight off the shelf," says Mya Jacobson, founder of the company. "The company's new partnerships with Gourmet Guru and KINGS Supermarkets allow us to align our products in a way that will excite our current customers while reaching out to an entirely new consumer base."

For more information, visit www.feedyoursoulcookies.com.