



NEW JERSEY

Try a Cookie. Happiness Awaits.

By KELLY FEENEY
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The chocolate brownie chunk cookies at the Feed Your Soul cafe in Jersey City may benefit your inner being as they satisfy your sweet tooth: One bite and you may be happier.

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At least that's the intention of the owner, Mya Jacobson, who started baking and selling her homey cookies — honey oatmeal raisin, s'mores and chocolate-chip graham (made with graham cracker crumbs and ground chocolate) are among the 20 or so types she makes — from

her Hoboken apartment in 2004. Then, as now, she sold them online and to wholesale clients. (Her cookies can be found at Dean & DeLuca.)

The cafe, with seating for 10 and more kitchen space, opened in 2005. Here you can order a cappuccino (\$1.85 for a small) and a cakelike pumpkin pie cookie (\$1, or three for \$2.50). The chewy oatmeal chocolate chunk cookies are tempting; so are the gingerbread men and women. Of course, whatever is fresh from the oven is best; choices change daily.

During the holidays, the cafe looks like a workshop, covered with boxes filled with gift tins tied with satin ribbon, ready for shipping. (The company ships throughout the United States and Canada.) The Keepsake mini tin (\$4.95 with 3 cookies) would be good for a grab bag; a tin of a dozen cookies (\$22.95) is a classic, all-purpose gift.

Tucked inside every Feed Your Soul gift box and tin is a card with a line of poetry or a quotation from great thinkers like Gandhi and Aristotle. At this time of year Ms. Jacobson particularly likes the words of [Winston Churchill](#): "We make a living by what we get; we make a life by what we give."

Feed Your Soul, 520 Jersey Avenue, Jersey City; (646) 498-8432. Open Monday to Friday, 9 a.m. to 6 p.m.; Saturday, 11 a.m. to 4 p.m. www.feedyoursoulcookies.com.

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