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Hoboken resident is a real hot cookie

by Craig
Monday November 26, 2007, 9:23 AM



Jersey Journal file photo by Reena Rose Sibayan

Mya Jacobson fills tins with cookies at Feed Your Soul in Jersey City in this 2005 photo.

Hoboken resident **Mya Jacobson** is profiled in today's [amNewYork](#). The former American Stock Exchange trader went from "blue chips to chocolate chips," giving up her Wall Street career to pursue her dream of opening a gourmet cookie gift company - [Feed Your Soul](#).

"I wrote a business plan and used my own money to start up in my Hoboken apartment," she told the newspaper. "Word-of-mouth was great. I now own a bakery and cafe in Jersey City and need eight employees to handle orders."

Jacobson has previously been featured in The Jersey Journal (in 2005) and the Star-Ledger (in June of this year), but it's nice to see her story again - and just in time for the holidays, too!

See more in [People](#)



Jersey Journal file photo by Reena Rose Sibayan

'Feed Your Soul' gift tins are best opened when no one else is around.

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