

Store Spotlight: Feed Your Soul

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On the heels of our earlier [snack report](#), here are five reasons to love [Feed Your Soul](#), the Jersey City, N.J. bakery/cafe/online store/cookie paradise:

1. Because [Feed Your Soul](#) bakes more than 20 kinds of [cookies](#), in flavors like pumpkin pie, honey oatmeal raisin, and chocolate chunk (because chunks are the new chips).
2. Because the founder, Mya Jacobson, had a sweet dream and made it happen. Fed up with her stock-trader grind, she started baking cookies in her Hoboken, N.J. kitchen in 2004. Pretty soon she was selling them to foodie emporium Dean & DeLuca, and now runs a bakery and ships the goods nationwide.
3. Because you will never have to ask the question "What would make the perfect gift?" again. Feed Your Soul has sweet combo packages for [every conceivable occasion](#), and the [tins](#) are gorgeous.
4. Because Jacobsen and her staff slip a feelgood quote into each and every batch. Little Shakespeare with your s'more?
5. Because one percent of each order goes to charity, ensuring that any guilt you had for pigging out on real butter disappears as quickly as the cookies themselves.