



PHOTO BY JIM KNOWLES

Jennifer Finley and her daughter Morgan decorated her office with the cookie company's treats in San Lorenzo.

By Jim Knowles

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Jennifer Finley said she's heard her cookie company on Grant Avenue is hard to find.

Not if you follow your nose.

When they're baking cookies at Too Good Gourmet you can smell the cookies before you see the address.

From now until Christmas is the time Finley likes the best. All the cookies have been shipped out to the stores and now she can relax.

Cookie Company Opens Doors for Holidays

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Finley's company has been baking like mad since July to meet the demand for the holidays. Now, the cookie company opens its doors to the public to come in and buy cookies right at the bakery on Grant Avenue in San Lorenzo.

Too Good Gourmet at 2380 Grant Ave. is open every day until Christmas from 8:30 a.m. to 5 p.m.

"This is my favorite time of year," Finley said. "We can relax a little."

The company packs its cookies in storybook boxes, so they make a nice gifts. The idea started when the company was founded by Finley and her mom.

"My mom and I always liked to bake," Finley said.

Her mom, Amie Watson, has retired from the company, but today the little baking operation has an annual revenue of just under \$9 million. Their cookies are sold in department stores such as

Macy's and Neiman-Marcus and in the floral section at Safeway stores.

Finley and her mom started out with five Storybook Cookie boxes in 1998. Today the company has over a hundred different cookies, confections and teas, and rolls out 9 tons of cookie dough a day, and they have 150 employees during the peak season.