



Sugar rush



Insomnia Cookies

50 W. Eighth St.; (877) 63-COOKIE

During late nights at the University of Pennsylvania, Seth Berkowitz was often plagued by the lack of late-night food options. To fill the void in what he considered an essential after-hours meal — fresh baked cookies — he started making his own and delivering them to friends who also craved something sweet during the wee hours. His “hobby” has turned into a 12-store chain called Insomnia Cookies, which just opened its first NYC store with a full line of warm cookies (left) and brownies that can be delivered until 3 a.m.

Must-have “meal”: White chocolate macadamia nut cookie (90 cents), chocolate chunk cookie (90 cents) and peanut butter chip brownie (\$1.25).

Soundtrack: Alternative/indie rock, like the new Racounteurs CD, MGMT and Louis XIV, along with classics like Hall & Oates, Bob Marley, the Kinks and the Stones.

Hours: Store hours, Mon.-Sun., 9-3 a.m.; delivery, Mon.-Sun., 8 p.m.-3 a.m. (from 14th Street to Broome Street, river to river).

— Andrea Strong