

Cookie shop opens in Village

Milk n' cookies delivery service set to open first New York City retail outlet at 50 W. Eighth St., between MacDougal Street and Sixth Avenue.

Insomnia Cookies, a late-night milk-and-cookie delivery service, is opening a retail outlet at 50 W. Eighth St., between MacDougal Street and Sixth Avenue.

The Manhattan-based company, which will continue to operate its delivery service separately, signed a 10-year lease for 300 square feet. The asking rent was \$120 a square foot.

The new store will sell cookies made on premises. Since launching its niche business in 2003 at the University of Pennsylvania, Insomnia Cookies has become popular with students on a dozen campuses across the country. In the city, the company mainly caters to New York University students. Its delivery zone includes addresses between Avenue A and the West Side Highway and between 14th and Broome streets.

If the new store performs well, the company will probably open more retail locations in the city. "We've been waiting for the right space," says Elise Piatkowski, Insomnia's director of marketing.

Broker Gabe Whitman of Buchbinder & Warren represented both the tenant and the landlord, Buchbinder.

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