

CITY OF JERSEY CITY

JERRAMIAH T. HEALY
MAYOR



CITY HALL
JERSEY CITY, NJ 07302
TEL:(201) 547-5200
FAX:(201) 547-4288

FOR IMMEDIATE RELEASE

April 9, 2009

Contact: Jennifer Morrill
Press Secretary
201-547-4836
201-686-7244

City of Jersey City and Jersey City Economic Development Corporation to Hold First Annual ‘Made in Jersey City’ Day Daylong Event at City Hall to Showcase Products and Designs Made in Jersey City; Special Opening Ceremony at 11:30 a.m.

JERSEY CITY – Mayor Jerramiah T. Healy announced that the City of Jersey City and the Jersey City Economic Development Corporation, will present the First Annual “Made in Jersey City” Day on Tuesday, April 28, 2009. Ten Jersey City businesses will display their products and designs at an exhibition in the City Hall Rotunda and Council Chambers at 280 Grove Street from 11:00 a.m. to 4:30 p.m. Mayor Healy, members of the Municipal Council and others will officially kick-off the event with a special ceremony at 11:30 a.m. The event is sponsored by and in cooperation with the Jersey City Division of Cultural Affairs and the Jersey City Urban Enterprise Zone.

“While larger companies often capture the headlines and are credited for the unprecedented economic growth Jersey City has experienced these past several years, we all know of the many —and significant— contributions innovative, smaller businesses make to our ongoing growth and success every day,” Mayor Healy said. “This event will allow us to begin to acknowledge those contributions, and to show the enormous pride we have for all the businesses and people who have chosen to make their products here in Jersey City,” he stated.

Jersey City Economic Development Corporation CEO Eugene Nelson said the event will showcase just a few of the dozens of Jersey City-based companies whose designs and products are made in Jersey City and enjoyed around the world.

“I believe that our residents and business people will be pleasantly surprised when they see the scope of the goods that are made here,” Mr. Nelson said. “This is just the starting point for what we intend will become an annual event, as there are dozens and dozens of other products made by other companies here,” he continued.

The ten companies participating in this year’s event are:

- Angela Huggins Dolls and Gifts, which includes exquisitely handmade, already created and custom-made dolls crafted with love by Jersey City native Angela Huggins.
- Bag the Habit makes chic reusable shopping totes and produce bags designed to replace the use of paper and plastic.
- Feed Your Soul formulates and bakes delectable, gourmet cookies, packages them with sophistication, and includes a timeless proverb, thought or philosophy.
- Fish with Braids offers artist Uta Brauser’s enchanting line of handcrafted children’s accessories, as well as imaginative gifts and works of art.

(More)

(2)

- General Pencil Company is a worldwide supplier of fine art and craft products that has been owned and operated in Jersey City by the Weissenborn family since 1889!
- Kobricks Coffee, one of the most-respected names in the coffee industry, is enjoyed in famous restaurants, cafes and hotels across the U.S., as well as in Bermuda, United Kingdom and Japan.
- Lee Sims Chocolates is a Jersey City landmark! The family-owned business has been at the same Bergen Avenue location since it was founded 60 years ago.
- Philippine Bread House, celebrating its 30th Anniversary this year, offers delicious, authentic Filipino breads, sweets and meals at its Newark Ave. location and 100 outlets along the East Coast.
- Rajbhog Foods is a leading manufacturer and nationwide distributor of authentic Indian sweets, snacks, savorys, frozen dinners, ice cream and beverages.
- RB's Rubber Stamps, the only rubber stamp manufacturer in Jersey City, was founded here 22 years ago and now offers a complete line of stamped, engraved and printed products.

“We invite all of our residents and business people to come to City Hall and become acquainted with these entrepreneurs and their ‘Made in Jersey City’ products. I think everyone will have a great time,” **Mayor Healy** stated. He noted that those who do visit the exhibit will be able to sample many of the products that will be displayed.

All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Jerramiah T. Healy at 201-547-4836 or 201-376-0699.

#

Profiles on each of the participating companies follow.

ANGELA HUGGINS DOLLS AND GIFTS is the work of love and imagination of Angela Huggins.

The lifelong Jersey City resident (she attended P.S. #38) traces her passion for dolls to her childhood, when her mother taught her to sew, and she began fashioning cloth dolls from bits and pieces of fabric. Today, Ms. Huggins is recognized throughout the nation as a master dollmaker. Her handcrafted treasures range from what she describes as dolls to “teethe on” to those that incorporate rare fabrics and buttons from her worldwide collections, as well as her own paintings and sculptures. “Anything that can be done on canvas or with wood or clay can become a part of a doll,” Ms. Huggins says. To be certain, each doll is a work of art!

Ms. Huggins—who is also a nurse—offers already created dolls and specializes in custom-made designs. She also shares her passion for dolls by teaching dollmaking in Jersey City, New York and Connecticut. *To obtain more information about Angela Huggins Dolls and Gifts, please contact the artist by emailing: mindbodyandsoulartist@yahoo.com.*

BAG THE HABIT makes chic reusable shopping totes and produce bags designed to replace the use of paper and plastic.

The company was formed several years ago by Liz Long and Holly Tienken, friends and business partners, who believe the reusable bag is an essential everyday accessory. As such, a lot of thought and care goes into creating Bag the Habit’s bags, like the use of premium, recycled fabrics, smart design details and low-impact manufacturing.

Bag the Habit’s signature shopping tote—which has cushioned handles and is made of partly recycled polyester—is super strong, water-resistant, and folds into a compact carrying pocket. The mesh produce bags are made from 100% post-consumer recycled polyester and extend the freshness of fruit and vegetables when

(More)

(3)

refrigerated. Bag the Habit's products have been featured locally in *NEW, Palisade Magazine*, on Comcast *Newsmakers*, and nationally in *People Magazine* and on E! Entertainment television.

Bag the Habit is headquartered at 140 Bay Street. To obtain more information about the company and to view the collection, visit www.bagthehabit.com or phone 201-604-4304.

FEED YOUR SOUL formulates and bakes delectable, gourmet cookies, packages them with sophistication, and includes a timeless proverb, thought or philosophy with every gift. And, 3% of the net profits are donated to one of eight very worthy non-profit organizations!

In 2004, after working as a trader on the American Stock Exchange, Mya Jacobson (who holds a law degree!) started the company with three core ideas: oven-fresh cookies made from the finest ingredients; inspirational words (because the right words can change someone's world); and a means to give to those with less, because it can make a difference. A year later, the company moved to the company's present Jersey Avenue bakery-and-café site, which provided the space to do direct and online sales as well as wholesale.

Recently, Ms. Jacobson signed contracts and her cookies can be found in fifteen supermarkets and stores, including Kings, Saks, the Hyatt Jersey City, W Hotel and Dean & DeLuca, so cravings for Feed Your Soul cookies can be satisfied more easily!

Feed Your Soul is located at 520 Jersey Avenue. To obtain more information about the company and its delicious offerings, visit www.feedyoursoulcookies.com or phone 201-204-0720.

FISH WITH BRAIDS is the gallery/studio where artist Uta Brauser offers her enchanting line of handcrafted children's accessories, as well as imaginative gifts and works of art.

A native of Germany, Ms. Brauser lived in Italy and in New York, where she won acclaim for the dolls and sculptures she created. She relates that after 9/11, her son became ill and she moved her family to New Mexico. She found that the Southwest was not for her, and in January 2005 she moved to Jersey City, settling first into our Greenville section. "Jersey City was the ideal pick; it has a certain country feel about it while still being very urban. I love the middle ground—the space, the mix of people... and it's a stone's throw from Manhattan," she says.

Ms. Brauser describes her hats and bags as "fun but necessary," and the fanciful, season-minded designs—tulips, frogs, dinosaurs, sharks, dogs and more—are known to delight toddlers, tweens and the child in everyone.

Fish with Braids Gallery is located at 521 Jersey Avenue. For more information, phone 201-451-4294 or visit online at www.fishwithbraids.blogspot.com or www.funkycitybaby.blogspot.com.

KOBRICKS COFFEE is one of the most respected names in Specialty Coffee today. Founded in 1920, four generations of the Kobrick family have shared founder Samuel Kobrick's passion to select the finest coffee available, roast it to perfection, deliver fresh product, and treat each customer as though they were family. Today, Kobricks varietal and custom blended coffees are the choice of celebrated chefs, restaurants, cafés and hotels, including Babbo, Bouley, Picholine, and Via Quadronno.

While Kobricks Coffee traces its roots to New York, the company relocated to Jersey City in 1982. "We chose this location because it is highly strategic for our regional business in New York, New Jersey and the greater Metro area. Over the years it has become much more than that – it has become our home!" states Niki Kobrick, the founder's great-granddaughter.

In addition to their wholesale coffee business, the company has licensed Kobricks Coffee shops in Ohio and Indiana and also sells and services commercial coffee equipment. And, good news for everyone here—Kobricks offers their delicious single origins and blends on a retail basis at their Marin Boulevard location right here in Jersey City!

(More)

(4)

Kobricks Coffee is located at 693 Luis Marin Boulevard. For more information, phone 201-656-6313 or visit the company's website at www.kobricks.com.

LEE SIMS CHOCOLATES is a Jersey City landmark that has been at the same location on Bergen Avenue since it was founded 60 years ago. Owned and operated by four generations of the Vlahakis family, the company has a national reputation for making delicious chocolates in a wide spectrum of customized shapes—including school lockers, computers, autos, palm trees, corporate logos and more—all sculpted miniatures carefully handcrafted in white, milk or dark chocolate to look like the real things!

Visitors to the company's retail store are charmed by the "sweet shop" window displays. Here, they may purchase single chocolate pops, or boxes and pyramids of boxes of chocolates. All the irresistible treats are created in the company's nearby kitchen where, during the holidays, the staff produces 750 to 1,000 pounds of chocolates each day!

"Jersey City is a great city, rich with history and diversity. We are happy to work with our neighbors and to be a part of the City's rebirth. We hope to be here for another four generations," says Valerie Vlahakis, who with her sister and niece now operate the business.

Lee Sims Chocolates is located at 743 Bergen Avenue. For more information, call 201-433-1308 or visit their website at www.leesimschocolates.com.

PHILIPPINE BREAD HOUSE celebrates its 30th Anniversary this August! At its inception founder Elma Santander offered two authentic breads to comfort members of the Filipino community who missed their homeland —pan de sal (which is similar to a scrumptious small baguette) and ensaymada (a velvety-rich bread reminiscent of brioche). Today, there is an array of dozens of breads and sweets, and customers are of every nationality and race. "Our customers reflect the beautiful mix of people who now live in Jersey City," Ms. Santander says.

The Philippine Bread House also has a restaurant where one may savor delicious, authentic Filipino meals. People are known to travel from all over Hudson County and New York to enjoy desserts such as pianono (miniature chiffon cake roll), mocha roll, and brazo de Mercedes (a glorious meringue-pie roll).

In addition to the Newark Avenue location, the Philippine Bread House's breads and food products are sold at nearly 100 outlets in the tri-state area and along the East Coast as far south as Maryland and Virginia.

Philippine Bread House is located at 530 Newark Avenue. Phone 201-659-1753 to obtain more information about their full line of products and hours of operation.

RAJBHOG FOODS is a leading manufacturer and nationwide distributor of authentic Indian sweets, snacks, savorys, frozen dinners, ice cream and beverages that was founded more than 20 years ago in New York by Ajit and Lata Mody. Today, the founders' sons Sanjiv and Sachin play critical roles in operating and expanding Rajbhog Foods. The company has been headquartered in Jersey City since 2006, with a USDA processing plant and distribution center on Amity Street, and retail store on Newark Avenue.

A pioneer in bringing Indian sweets and snacks to America, the Rajbhog brand signifies finest quality (Rajbhog means, "king's offering to the gods"). The company uses only the best ingredients —such as pure ghee (butter) and mawa (fresh milk)— to create their wholesome and delicious sweets and other foods. This, coupled with the Mody's philosophy of providing customers with a good experience and good value for their dollar, has helped the business to grow to include 11 Indian fast-food franchises and a thriving mail-order business.

Visitors to the company's Newark Avenue store enjoy a homey atmosphere, and tasty food to eat in, take out or order for catered affairs.

Rajbhog Foods' plant and distribution center is located at 60 Amity Street and the retail store is located at 812 Newark Avenue. For more information about store hours and on-line ordering of Rajbhog products, visit www.rajbhog.com or phone 201-395-9400 (wholesale inquiry) or 201-656-6660 (retail inquiry).

(More)

(5)

RB's RUBBER STAMPS is the only rubber stamp manufacturer in Jersey City. The family-owned business, which was founded in 1987, was first located at 60 Sip Avenue in the Journal Square area. In the years since, owners Raj and Leila Bahadur have diversified and increased their line to include a variety of fine quality products at the most reasonable prices. While the company's primary focus remains on stamping and engraving, RB's Rubber Stamps also offers a number of specialized print and screened items, including invitations, stationery, corporate kits, forms, checks, invoices, banners, plaques, trophies, signs, and embroidered and screen-printed apparel.

Mr. Bahadur attributes the company's success to the combination of expert staff, advanced production methods, and state-of-the-art equipment. Indeed, RB's Rubber Stamp was the very first company in the area to have a laser engraver on its premises!

The family plans to open an office in and become a part of the revitalization of Journal Square. They will maintain the manufacturing facility on Westside Avenue. "There are a lot of opportunities in Jersey City," Mr. Bahadur said.

RB's Rubber Stamps is located at 551B Westside Avenue. To obtain more information about the company and to view their full line of products, visit www.rbsent.com or phone 201-547-9955.

#