People weekly performs

"My business has easily tripled since the People article."

Carol Goldman
Owner of Carol's Cookies

People

LONG LIVE THESE CHOCOLATE CHIPS

What are the tastiest chocolate chip cookies in the land? Our panel of experts munched its way to a sweet decision

by Louise Lague

Millions of people are mad about chocolate chip cookies. Everybody has his favorite kind...and in the Chicago area specifically, people are crazy about Carol's Cookies. When People took a poll on the best chocolate chip cookies nationwide, Carol Goldman's were rated among the best. And since then, business has gone through the roof.

"The response I got from the People article was just tremendous. My business has easily tripled since the article. And because of the People piece, Carol's Cookies are now sold in every Neiman-Marcus department store in the Chicago area. Business is booming, and the exposure I received from People made all the difference."

Exposure + Responsiveness = Results. That's the perfect recipe for success. That's People's recipe, too. Why not let People get cooking – and performing – for you?