

# Ex-Saginawian's cookies win national prize

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If one of the faces on the recent People magazine commercial looked familiar, sharing the screen with Olivia Newton-John, John Travolta and Al Pacino, it wasn't your eyes playing tricks.

Carol Goldman, 39, a Saginaw native now living in Chicago, was plugging People's national chocolate chip cookie contest. She took fourth place, behind such notables as Famous Amos, Mrs. Fields and Tom's Mom, and had her creation voted "the best-looking cookie."

Mrs. Goldman is the daughter of the late Dr. and Mrs. H.L. Diamond. She graduated from Arthur Hill High School in 1962. After graduating from the University of Michigan in 1966, she moved to the Windy City.

Now living with her husband, Peter, and her two children, Jeff, 7, and Karen, 9, in Highland Park, she has been selling her chocolate chip and oatmeal raisin cookies throughout the Chicago area.

"I've been baking since I was 12 years old," Mrs. Goldman said. "My mother was a fantastic cook. She could make beautiful cakes and pies but never cookies."

The popularity of her cookies grew during her high school and college years and while working as a social worker in Chicago's ghettos.

"Everyone would ask me to bring cookies to the party or to the office," she said. "It was always Carol's cookies they asked for."

In the years after her children were born,



Carol Goldman keeps a lid on her recipe

Mrs. Goldman stayed home while dabbling in different ventures.

"My parents, ever since we were very young, told us to work and keep busy. I always knew I wanted a career, if not a business.

"I made and sold greeting cards from my home for a while, and I would make art for local art fairs."

Then, last year, when her mother was ill, Mrs. Goldman dropped everything and began commuting to Saginaw. When her mother died, she felt "kind of down" and looked for something to keep her busy.

In March, she took a sample of her cookies to Walter Ori at the Sunset Foods store in Chicago.

"I took my samples to him at 9 in the morning, and by 1 that afternoon he had sold 50 pounds. "He called and told me to get in that kitchen and bake!"

"I use all top-quality ingredients in my cookies, real butter, real chocolate, the best of everything.

"That's why my cookies are so expensive. I charge \$5 a pound, which is about six or seven cookies."

The recipe is a guarded secret, kept only in her head and her will.

Mrs. Goldman runs the entire "Carol's Cookies" operation, with the support of her family and the help of one assistant, Donna, who takes her pay in cookies.

Working eight-hour shifts three days each week, they turn out an average of 4,000 cookies, which are then hand-delivered to various stores.

"The neatest thing about winning this contest is they found me. The New York office told each regional office to find the best chocolate cookie in their region.

"I never even knew about a contest going on, then one day, I got a call from the Chicago office saying 'You have won.'

"Since the contest, I've increased business by about 1,000 cookies a week," she said. "Next week, I'll be sampling (handing out samples) at the new Neiman-Marcus store here, and soon, I hope to expand, either into a mail-order business or into retail."