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Carroll's shop satisfies sugar cravings

Sweet new business opens in Cazenovia

By Pierce Smith
Editor, Cazenovia Republican

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July 12, 2011
The Cazenovia Candy Shoppe opened its doors for business on July 1.

It has already begun cornering the area's market of confectionery connoisseurs by offering delicacies ranging from gummy treats for children to rich peanut brittle for patrons with a more refined palate. Shop owners, Bill and Beth Carroll, experienced an eventful opening day.

"Our first week was really busy. It was so exciting because the kids were incredibly enthusiastic and the adults were equally as excited. It's been wonderful," Beth said. "There were a lot of customers from out of town over the July 4 weekend, and many current residents have stopped in. The reception has just been so positive."



Pierce Smith.
Beth Carroll, right, and her daughter Tessa stand inside the Cazenovia Candy Shoppe holding a pair of Whirly Pops on July 6. While the store is currently open for business, a grand-opening event is slated for late-July. (click for larger version)

The bright colors, sweet smells and numerous rows of candy jars inside the Cazenovia Candy Shoppe enable visitors of all ages to revert back to the excitement (and sugar high) of their childhood. The store boasts more than 150 different varieties of candies, caramels, chocolates, jelly beans, gumballs and chewy treats.

While much of the store's merchandise is sold by weight, prices range from just five-cents for a single piece of candy to \$10 for a large box of chocolate-covered pretzels.

Located at 7 Lincklaen St., the storefront held a number of businesses prior to Cazenovia Candy Shoppe. The former home of Willard Insurance Group, the space was historically a shoe repair shop, inhabited by the local cobbler.

"It is exciting to be a part of our ever-evolving Historic Cazenovia Business District. All of the other shop owners have been so welcoming," Bill said. "We are so glad to be able to put a retail shop in a space that has been vacant on and off for over two years."

Business has been so busy in the first weeks, the Carrolls have already had to reorder candy from their suppliers, Beth said. Interestingly enough, the fastest-selling sweets were the candy cigarettes, bought by both children and nostalgic adults.

In the future, the Cazenovia Candy Shoppe

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K.C. Uthus.
More than 150 different kinds of candy are available for purchase at the newly-opened Cazenovia Candy Shoppe, located at 7 Lincklaen St. ([click for larger version](#))

hopes to branch out into the surrounding communities and offer candy buffet services for parties, weddings and showers. Beth said she hopes to eventually procure a line of fine chocolates that can be purchased individually and gift-wrapped for special occasions.

The Cazenovia Candy Shoppe is open from 11 a.m. to 5 p.m. Wednesdays and Thursdays as well as from 11 a.m. to 7 p.m. Fridays and Saturdays. The store is currently operating on summer hours, which will be altered as the seasons change and school

begins.

A grand-opening event is planned to be held in late July. Because their website is still being developed, the Cazenovia Candy Shoppe can be reached at 559-6024 or cazcandy@gmail.com.

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