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Manhattan Gets a New Candyman

For anyone with a sweet tooth who grew up in the United States, it will be nearly impossible to walk into **The Sweet Shop NYC** on Manhattan's Upper East Side, without letting out a few "oohs" and "aahs." Immediate temptations aside, it will be a trip down memory lane for so many. This new sweet mecca of FUN (as the oversized neon sign says in the shop), specializing in vintage candies, high quality chocolate confections and ice cream, packs a whole lot of incredible sweet finds as well as nostalgia into one little boutique.



All of this is thanks to a decade of creating, curating, tasting and designing by Kelly Jaime, the Candyman, and his wife Glyn, the Confectionista. The sweet seeds were planted when Kelly was a kid, spending time with his grandmother, a buyer at Disneyland. It was love at first taste: Carnation ice cream. Ask Kelly or his son, Matthew (below with his personal favorite, gummy dolphins), about the ice cream they carry and you'll be grinning at their excited reactions. Kelly chose only the highest quality, handmade, small-batch ice creams for his shop, from *il laboratorio del gelato*, *OddFellows* and *Alchemy Creamery*.



Even though I visited **The Sweet Shop NYC** three times (!) on my last visit to the Big Apple, that wasn't nearly enough to taste all that I had my eyes on. I'm already plotting my next visit, which will absolutely involve *OddFellows* ice cream (brilliant original flavors by Sam Mason, formerly of *WD-50*), lots more *JoMart* marshmallows, some *Elk Candy* marzipan and Kelly's signature bar – graham cracker and raspberry jelly, double dipped in dark chocolate. Oh, and Glyn's favorite too, *Colt's Bolts* peanut butter cups in milk and dark chocolate, that she has her hand on above. I can't wait to see what their latest finds will be, and most of all, see the glimmer in their eyes when they tell me all about it.

The Sweet Shop NYC

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