

# GLAMAMOM

*the sparkly side of motherhood*



NEW YORK CITY, TRAVEL

## THE SWEET SHOP NYC

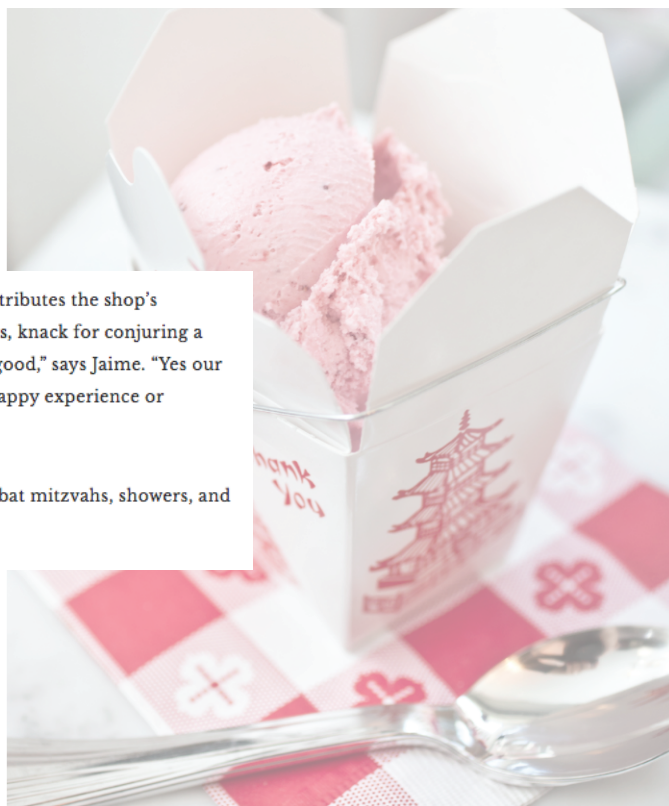
Storybook-inspired The Sweet Shop NYC, opened last year on Manhattan's Upper East Side by two quirky candy buffs: a husband-wife team—he, the Candyman and she, the Confectionista.

Bursting with vintage confection, craft desserts, small-batch ice cream, novelty gifts, as well as 40 types of licorice, imported Swedish candies (sans trans-fats, GMOs and in colors from nature), milk & dark chocolates, a handful of sugar-free, vegan and gluten-free offerings, and more than 100 retro brands like Astro Pop, Candy Buttons, Charms, Chuckles, Bit-O-Honey and more, The Sweet Shop NYC is literally Candyland unplugged!

While of course we try and limit our children's sugar intake, in the spirit of moderation, The Sweet Shop NYC is an "occasion" not to be missed, whether your visiting Manhattan on holiday or a local resident.

Located at 404 East 73rd Street (between 1st and York Avenues, The Sweet Shop NYC is open Tuesday through Thursday (11:30am – 10pm), Friday and Saturday (11:30am – 12am) and Sunday (12pm – 8pm). Closed Mondays.

Every day customers whose "name of the day" appears on their social calendar posted on both Facebook and Twitter, are invited to visit and enjoy a free ice cream, compliments of the Candyman.



"It's not about the candy really, I'm in the fun business," says owner Jaime who attributes the shop's "yesteryear meets tomorrow" aesthetic largely to his graphic designer wife, Glyn's, knack for conjuring a retail environment that is universally joyful. "People like it here because it feels good," says Jaime. "Yes our sweets are delicious, but the deliciousness is amplified when accompanied by a happy experience or memory."

The Sweet Shop NYC also offers super-creative and original party favors for bar/bat mitzvahs, showers, and other special occasions so check check it out!