

## The Sweet Shop is an Upper East Side Treasure!

May 15, 2014

Calling all candy lovers! If you haven't made your way to [The Sweet Shop](#), otherwise known as the Upper East Side's sweetest little candy shop, you are truly missing out. My family discovered this neighborhood gem within a week of its opening (nobody scoops us when it comes to sweets!), and we immediately fell in love with The Sweet Shop's charming decor, cheerful service and overflowing selection of vintage confection, imaginative gifts, premium small-batch ice cream and craft desserts. The place truly is a throwback to another era, yet it retains a decidedly modern sensibility in its approach.

Tucked away on 73rd Street just east of 1st Avenue, The Sweet Shop is the brainchild of proprietor Kelly Jaime, otherwise known as "The Candyman." Kelly boasts an encyclopedic knowledge and personal anecdote about every single treat he stocks, and, together with his wife Glyn (aka "The Confectionista") has conceived every detail of The Sweet Shop's enchanting design, right down to the handmade showpiece "candylier," decorated with an array of faux candy, jawbreakers, lifesavers and crystals. Touches of storybook-inspired decor abound, including a mini door for the nocturnal "candy elves," "candy aliens" who guard the jars of candy, *Grandma's free candy bowl*, and secret drawers filled with sweet treasures.



In addition to these whimsical touches, The Sweet Shop also features an impressive array of small batch, handmade treats, including Maggies Tarts, Gilda's Biscotti, hand-dipped chocolate marshmallows by JoMart Chocolates, Mud Coffee, OddFellows ice cream, Marzipan from New York's own Elk Candy Company, and The Candyman's signature candy bar, a graham cracker with raspberry jelly, double-dipped in dark chocolate. I personally love that The Sweet Shop carries a full line of British candies such as Aero, Flake, Lion and more.

Kelly and Glyn were kind enough to send me a very sweet Mother's Day gift, consisting of a small pink lunchbox filled with a selection of some of the nostalgia-inducing candy carried at The Sweet Shop. From Fruit Stripes gum to Pop Rocks to Fun Dip and more, each candy was a very sweet throwback to my youth, and I had a blast explaining each treat to Sadie, who of course couldn't wait to sample anything and everything contained in the adorable pink lunchbox.

The Sweet Shop has definitely made itself known in the neighborhood, and I'm confident that it will continue to be a much-beloved Upper East Side institution for years to come. Indeed, when my daughter Sadie and I walked by the store the other night there was a line out the door with people clamoring to get a scoop of OddFellow's ice cream!

The Sweet Shop is located at 404 E. 73rd Street. For more information, check out their website at [www.thesweetshopnyc.com](http://www.thesweetshopnyc.com). And be sure to follow The Sweet Shop on [Facebook](#) and [Twitter](#) for special deals and announcements, including their "name of the day" promotion, whereby customers with the selected name for each day (as previewed on the calendar posted on The Sweet Shop's [Twitter](#) and [Facebook](#) feeds) are invited to visit and enjoy a free treat, compliments of [The Candyman](#).