

Member news & Notes

BUSINESS SPOTLIGHT **Snyder's Candy** BY DENÉE CRUMRINE

» Where better to treat one's sweet tooth than Snyder's Candy? A Rehoboth Beach destination and staple since 1940, Snyder's Candy maintains its old-fashioned charm with a black and white checkered floor, glass jars and classic candies that have stood the test of time. They also maintain an impressive inventory of other sweets, boasting the beach's largest self-serve candy selection, including over 60 flavors of salt water taffy and a gummy bar with over 40 varieties of gummies. Craving something else? Not to worry – also in plentiful stock at Snyder's are fudge, Asher's Chocolates, handmade truffles, Jelly Belly jelly beans, and a wide selection of licorice, including some international imports.

Originally opened as a candy and soda fountain shop that also sold ice cream, newspapers and comics, and sundry items, Snyder's Candy has been in the same location for over 75 years. Current owner Jeff Balk purchased the store in 2006 and appreciates the delicate balance of keeping the store well-stocked.

"Every year is a different challenge. To be successful and to try and keep the business growing, one must keep up with the latest candy and toy trends, but simultaneously be cautious of over buying," said Balk. "Fortunately, in-store sales have grown, and

our online sales have grown over the last four to five years as well."

If the crowds of customers leaving with treats in hand and smiles on their faces aren't proof enough of a job well done, Snyder's Candy has earned several accolades, including "Delaware's Sweetest Treat" from Food Network Magazine in 2014, and a place on Rachel Ray's list of "America's 51 Best Mail-Order Foods" in 2015, both for the shop's well-known saltwater taffy. The store has also earned a few spots over the years in Delaware Today's "Best of

Delaware." In addition to candy, visitors can find souvenirs and gifts of all kinds, from kites for those breezy beach days to the latest toy trends of the season.

"I love Snyder's! Where else can you sample before you buy? Jeff and his team are terrific, and never hesitate to offer samples of the myriad of licorice styles they stock. Snyder's Candy is always at the top of my must do list when visiting Rehoboth," said a happy customer on yelp.com, an online review site.

Despite sunny days and being steps from the beach, business can be tough when you're in a tourist town.

Governor John Carney recently visited Snyder's Candy and discussed with Balk the business atmosphere of the beach. A major issue has been the weather – a windy and cold winter followed by a rainy spring bearing below average temperatures has impacted businesses in the area.

But Balk remains positive. "Having poor weather off season is minor in its effect as people aren't generally coming to the beach anyway. Poor weather in season isn't ideal but can equate to a good business day. People are already here, but need shelter from the elements," said Balk.

And while the weather cannot be controlled, good business and customer service can be, making Snyder's Candy an obvious, and likely favorite, stop during any visit to Rehoboth Beach, rain or shine.



Snyder's Candy is located at 60 Rehoboth Avenue. They can be reached at 302-226-3994 or online at SnydersCandy.com.