



B 3729 D
 Mai 2010
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INTERNATIONAL MAGAZINE FOR CONFECTIONERY AND SNACK BUSINESS

SCHWERPUNKT

Salzige Snack wollen weiterhin wichtige Impulse setzen

INDUSTRIE

Mars Chocolate fördert Kakaobauern in Westafrika

SCHWEIZ SPEZIAL

Bertil Åkesson offeriert reine Ursprungsschokoladen

INTERNATIONAL

Antonio Dumas – an unusual "Candy Man"

PACKAGING

100 years of alufoil

The advertisement features a dark blue background with a large, glowing gold oval in the center. Inside the oval, the word 'Corifeo' is written in a white, cursive script. Above the oval, the text 'THE FINE ART OF CONFECTIONERY' is written in white, all-caps, serif font, with '— SINCE 1985 —' in a smaller, gold, sans-serif font below it. In the bottom right corner, there is a circular gold seal with the words 'SUPERIOR QUALITY' and a stylized 'S' logo. At the bottom, contact information for Schoko-Dragee GmbH is provided.

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Owner and
confectionery expert
Antonio Dumas
strikes a pose in his
"Sugar Daddy" hat

Fort Lauderdale's unusual "Candy Man"

Anyone visiting the Miami area – anyone interested in confectionery, that is – should make a point of seeing an unusual store in Fort Lauderdale called "To the Moon". The all in one candy and souvenir store looks unremarkable at first glance. The interior décor is simple, consisting of no nonsense shelves separated by narrow passageways. Around the store piles of parcels wait to be unpacked.

Nevertheless "To the Moon" is a fascinating American candy store run by an unusual "Candy Man" who lives for confectionery seven days a week. The store is located in the Wilton Manors district of Fort Lauderdale, a diverse area with a large gay community accounting for over 50% of the population. Antonio Dumas opened his business at 2205 Wilton Avenue five years ago.

Before that he worked for ten years in a candy and souvenir store in Miami, where he gathered experience and learned to love confectionery. Every first time customer entering the store is immediately informed about the

range of products on sale. The first two sets of shelves contain all the best known US confectionery brands dating from 1806 – 1990. The third set displays over 80 different licorice products, the fourth over 100 brands of dark chocolate including some containing 100% cocoa solids. Other shelves are full of chocolate coated confectionery – 70 brands in all.

The store stocks 3,000 different confectionery articles from 60 countries. This alone makes the store remarkable. But what makes "To the Moon" truly unique is the astonishing, encyclopaedic knowledge of its owner, Anton Dumas – the "Candy Man". When Dumas begins to speak about confectionery he reveals all kinds of

details regarding where various old and new brands are manufactured, as well as providing fascinating insights into brand histories. Some of the international brands sold in this little store are not available anywhere else in the United States. Antonio Dumas keeps quiet about his sources, and the range on sale is incredible. Some of the items have never been seen before in the US, not even by confectionery market specialists. Antonio Dumas says he has numerous regular customers who buy their favourite candies in his store and sometimes ask him to get hold of other brands too. In consequence, a range of products which are sold "under the counter" has gradually been built up. *st*



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A view of
the shelves
displaying
over 80
different
licorice
products

Even
marshmallows
from Germany
are on sale in
"To the Moon"

