



The sugarrush™ Express

Spring 2009

Friends,

What an absolute thrill to be able to finally write this letter welcoming and thanking all of you who have helped turn my dream of owning a candy shoppe into a reality!

I was nicknamed Sugar by my family as kid... appropriate since I have always had a sweet tooth and still to this day consider candy one of the four major food groups.

It came as no shock to my family or friends when I announced that I was going to follow my childhood dream and open my very own candy store. What they probably didn't realize is that I had no intention of opening just any old candy store. No way! I was determined to bring back the old-style sweet shoppe. An elegant, old-world shoppe, with colorful rows of glass jars, stocked with the freshest nostalgic sweet treats we all loved as kids and still do to this day.

Now, after a year of planning, countless hours of building, decorating and stocking, Lola's Sugar Rush is finally open. My dream has come true!

I could not have done this without the support, dedication and hard work of my parents, husband, children, dear, dear friends and our loyal customers. To all of you, I say a heartfelt thank you!

Our first month of business was a huge success! I had no doubt, if I built it you'd come. You did, and you continue to do so, and I say welcome and thank you! What a joy it is to watch young and old alike walk into the shoppe with a smile and wide-eyes and leave feeling like they have just discovered one of life's sweetest and simplest pleasures.

In fact, part of the Sugar Rush Team and I went to one of the largest candy conventions in the country. It was amazing to see all of the new items and have ordered even more of your favorite sweet indulgences.

Please come in, say hello and treat yourself. And again, many, many thanks to everyone for making Lola's Sugar Rush the Ultimate Sweet Shoppe in Colorado.

Stay Sweet!

Lola



Nostalgic Candy:

nos-tal'gic (-jĭk) Can'dy\ n., "Candy that catapults you back in time to the sweet, simple carefree pleasures of your childhood. The candy you ate and loved as a kid!"

Squirrel Nut Zippers, Look Bars, Atomic Fireballs, Candy Cigarettes, Mallow Cups, Neccos, Black Jack gum...they're back and we've got 'em!

Fun Factoid:

Did you know that Circus Peanuts, (those orange marshmallow candies shaped like large peanuts) do not taste like orange or peanut. Oddly enough, they taste like banana! Go figure! Circus Peanuts date to the 1800's when they were a seasonal treat and one of the original penny candies.