

LookSmart
FIND ARTICLES | 10,000,000 Articles
Where To Look For What You Need.™

[Home](#)



[Advanced Search](#)

[FindArticles](#) > [Business & Finance](#) >
[Entrepreneur](#) > [Dec, 2005](#) > Article

IN

Content provided in partnership with



Find More Results for: "norman love confections "

[Life just gets sweeter...](#)

[WINNER'S DINNER DATE](#)

[Losing arts and minds](#)

[BBDO tops N.Y....](#)

[Artisanal chocolate...](#)

Find Related Results

[Chocolate industry / Management](#)

[Chocolate industry / Marketing](#)

Find Featured Titles for:

Business & Finance

[Academy of Marketing Science Review](#)

[Accounting Historians Journal, The](#)

[Accounting History](#)

[AgExporter](#)

[Agricultural Research](#)

[Agricultural and Resource Economics Review](#)

[Air Force Comptroller](#)

[Air Safety Week](#)

[Airline Industry Information](#)

[American Demographics](#)

[American Fruit Grower](#)

[American Journal of Potato Research](#)

[American Printer](#)

[American Vegetable Grower](#)

[Apply](#)

[Architectural Review, The](#)

[Architecture Australia](#)

[Asian Economic News](#)

[Association Meetings](#)

[Entrepreneur](#)


[View all titles in this topic »](#)

Find Magazines by Topic

▼ CLICK TO VIEW ▼

 SAVE

 PRINT

 EMAIL

 LINK

Chocolate cafes

[Entrepreneur](#), [Dec, 2005](#) by [Sara Wilson](#)

CHOCOLATE CAFES: What's hot? Chocolate. What's not? Obsessing over calories. Just when Americans are about to make their New Year's resolutions, a sweet concept is tempting the nation. "People have wanted to indulge in having a little chocolate treat for a while, and [chocolate cafes] are an extension of that," says Susan Smith, senior vice president of public affairs for the Chocolate Manufacturers Association. Basing its numbers on Department of Commerce statistics, the Vienna, Virginia, association reports sales for chocolate candy products increased 5.6 percent last year to \$15.3 billion.

America has a sweet tooth--leaving entrepreneurs with an opportunity to satisfy it. Mary and Norman Love (below), both 46, founded Norman Love Confections, a Fort Myers, Florida, confectionary manufacturer, in 2001. They gave customers more reason to indulge with the Chocolate Salon in 2004. Customers flock to experience ultrapremium handmade chocolates, pastries and hot cocoa featuring grated chocolate from faraway European lands. Says Norman, "People will drive one hour to sit down and eat a pastry that's an absolute artistic masterpiece."

For those thinking of joining the craze, Norman divulges a tantalizing secret: Make the goods on-site. The Chocolate Salon features a five-foot-long window through which customers can watch the chocolatiers in motion. With plans to open two more Salons by 2007 and \$3 million in sales projected

for this year, the Loves are having a sweet time. So step aside, Starbucks: Caffeine buzzes may be no match for sugar highs.--S.W.

[Continue article](#)


Advertisement

COPYRIGHT 2005 Entrepreneur Media, Inc.

COPYRIGHT 2005 Gale Group

 SAVE

 PRINT

 EMAIL

 LINK

IN

Copyright © 2006 FindArticles™ - [About Us](#) · [Privacy Policy](#) · [Terms of Service](#) · [Advertise with Us](#)

LookSmart Solutions: [Auto](#) · [Cities](#) · [Education](#) · [FindArticles™](#) · [Food](#) · [Furl.net](#) · [Health](#) · [Home Living](#) · [Money](#) · [Music](#) · [Recreation](#) · [Sports](#) · [Style](#) · [Tech & Games](#) · [Travel](#)