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Love marks spot for chocolate empire expansion

BY: BUSINESS OBSERVER

March 16, 2016

FORT MYERS — Chocolatier Norman Love plans to open a fifth chocolate and dessert salon on McGregor Boulevard in Fort Myers this summer.

"Opening along the popular McGregor Boulevard corridor has been a long-term goal and is part of our company's aggressive expansion plan," says Norman Love, founder and president of Norman Love Confections, in a statement.

The new location will be in the Terra Design Center at 13211 McGregor Blvd. "Our fifth and newest location will allow us to better serve our customers who travel from Sanibel and Cape Coral, as well as those communities and businesses surrounding the McGregor Boulevard area and nearby downtown Fort Myers," Love says in the statement.

Founded in 2001 by Norman and Mary Love, Norman Love Confections creates and distributes chocolates and desserts from its corporate headquarters near Southwest Florida International Airport in Fort Myers. It currently has four chocolate salons and gelato stores in Fort Myers, Estero and Naples.

You can read more about Love in a recent profile story in the Business Observer by clicking here.

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