



FOR IMMEDIATE RELEASE

Media Contact: Lisa Liotta, Deputy Director
City of Hollywood Community Redevelopment Agency-
Downtown District
Office: (954) 921-3016
lliotta@hollywoodfl.org

National Retailer Kilwin's Setting Up Shop in Downtown Hollywood

HOLLYWOOD, FL – September 24, 2009 – A 62-year-old tradition of premium handmade chocolates, fudge and ice cream will soon be introduced in Historic Downtown Hollywood with the October 1st opening of a Kilwin's confectionery shop at 1907 Hollywood Boulevard.

Patrons will be able to choose from more than 150 different delicious products, many of which will be created in view of the public. The Kilwin's family of confectionery shops, which was founded in Michigan in 1947 and boasts more than 70 stores in a dozen states, is nationally known for its quality standards, as well as its selective location choices.

Kilwin's shops are typically found in popular family-oriented visitor destinations, historic cities and thriving downtowns "where there is foot traffic," said Edouard St. Hilaire, who owns the new Downtown Hollywood business with his wife Danies.

Before the doors would open, the St. Hilaires got some hands-on experience with the candy business at an intensive training program at the Kilwin's headquarters in Petoskey, Michigan, where they learned techniques for making fresh fudge and caramel products. Downtown shoppers will be able to watch expert candy makers pour molten fudge from shiny copper kettles onto marble top tables.

"The same marble slabs will also be used to make fresh peanut brittle, caramel apples and other handmade treats," said Edouard. "One reason people like to come to Kilwin's is that many of the products are made from scratch right in the store."

The downtown shop will also offer ice cream concoctions in 32 flavors created from Kilwin's 62-year-old secret recipe and more than 100 varieties of chocolates.

"Kilwin's offers a return to the old fashioned days when candy was made with great care and a pride for making people happy," St. Hilaire said. "If you love ice cream, chocolates and other sweet treats, Kilwin's is definitely the place to be."

And Downtown Hollywood, he added, is the perfect place for his old-fashioned confectionery shop.

"The City has really done a lot to improve Downtown Hollywood," St. Hilaire said. "It's a place where people come to have a good time, to relax in the evening."

Kilwin's will open daily at 11 a.m. beginning October 1st, with grand opening festivities planned for mid-October. For additional information, call 954-367-2872 or visit www.kilwins.com.

For more information on Downtown Hollywood businesses or events, call 954-921-3016 or visit www.downtownhollywood.com.

The Hollywood Community Redevelopment Agency (CRA) was created under the authority of Florida's Community Redevelopment Act of 1969. The CRA's mission is to encourage economic development through the use of tax increment financing by funding development, special projects and enhanced services that address areas of community concern. The Downtown District was established in 1979 to promote Hollywood's central business district including Historic Hollywood Boulevard, Young Circle and nearby residential neighborhoods. The Downtown District is approximately 580 acres and extends from 22nd Avenue on the west to generally 17th Avenue on the east, Johnson Street on the north and Washington Street on the south.

#