

Treat shop upgrades to larger size

By Erica Pennington epennington@beloitdailynews.com | Posted: Saturday, January 25, 2014 10:00 am

Business just got a little sweeter for Northwoods Premium owners Scott Lamoreaux and his wife. After nearly a year in Beloit, the couple has expanded their candy and popcorn shop at 314 State St.

“We had about 550 square feet of retail space before and now we have 1,100,” said Scott Lamoreaux.

The Lamoreauxs’ began the expansion process at the end of December by knocking down a wall that used to close off the store’s packaging room.

With a more open space, shelving and bulk candy containers were added toward the back of the building.

The packaging area also was reconfigured to fit behind the retail counter space, out in the open, so customers have more “behind-the-scenes” access.

“Now we can be up front, watch the store and do some packaging at the same time,” Lamoreaux added.

Although the changes took a little longer than anticipated to complete, the project’s results are impressing customers, the Lamoreauxs’ say.

“Everybody coming in has had a nice ‘holy moly’ type reaction,” Lamoreaux said.

The Lamoreauxs’ started their gourmet food business nearly six years ago while running a motel they owned in Cameron, Wis.

After five years of producing wholesale goodies, moving back to the Stateline Area and selling sweets at the Beloit Farmer’s Market, the couple opened the Beloit storefront.

“We had a conservative estimate of what we would do in our first year, and business has far exceeded our expectations,” Lamoreaux said. “Business has been going really well.”

Since the Beloit storefront opened, the couple has been working seven days a week to create, package and sell both retail and wholesale products.

“A day off really isn’t in our vocabulary, and it’s OK because this is what we love to do and Beloit has been very receptive to us,” Lamoreaux said.

Even though the shop already has a rotation of more than 60 flavored popcorns, chocolates and other treats, new offerings will be coming soon, he added.

“We’re flexible with what we sell and we get a lot of customer requests for certain items,” Lamoreaux said.

One of those requests, hard-dipped ice cream, will become available for purchase starting this summer. The vendor for the ice cream brand will be chosen soon.

In a few weeks more bulk candy items should be arriving at the store, the Lamoreauxs’s say, and Northwoods-type decor will soon fill shelves.

“Hopefully by the end of next year we’ll have all of the items in place and the big area will look a little less empty,” Scott Lamoreaux said.

Until then, all are still welcome to stop by and pick up their favorite treats.

“I really love this place and come by all the time,” said customer Melissa Franzen. “It’s local, homemade and I want to spend my money here in town...my favorite is their cheddar tomato basil popcorn.”

Hours for Northwoods Premium are 10 a.m.-6 p.m. Tuesday-Saturday. Summer hours may vary.

For more information, visit www.northwoodspremium.com or ‘Like’ their page on Facebook.