

Island Market

Buying nostalgia

Tucked away with penny candy for sale, Island Market remains a local favorite

Nearly every parent who has raised children near the Island Market can probably remember

a chore that would have gone undone had it not been for the promise of penny candy.

And in the 26 years the little market has been alive under owner Joanne Hansen, she can remember hundreds of those little children.

In fact, she still sees many of them. "I've watched kids grow up," she said. "They bought penny candy,

and now they bring their children to buy penny candy."

With its residential location and reminders of small-town America, the Island Market is one of Logan's older structures. Although it's been renovated and expanded over the decades, it continues to attract the locals and create memories for children and adults.

Cecelia Benson is one who counts herself as a regular and remembers the days her seven children would ask to walk the five blocks to the

"I think people come here just because they want a taste of the past."

— Cecelia Benson



Photo by Meegan M. Reid

The candy aisle at the Island Market features all kinds of candy in all shapes and sizes.

SUMMARY: The Island Market has served locals and visitors throughout the decades, offering a quintessential American experience and solidifying long-standing memories. **UNIQUE FACT:** The Island Market had gone bankrupt before Joanne Hansen, who now co-owns it with Jerry Udy, bought it 26 years ago and re-opened it.

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store. She moved to the Island area 37 years ago and said the market continues to exhibit the "pioneer flavor" that came with those who settled the area in the 19th century.

"I think people come here just because they want a taste of the past," she said.

For her children throughout the 1980s and 1990s, it was a taste of candy they were searching for.

"I cannot tell you the motivation that little market was to our children growing up," she said. "It was truly my greatest motivation for getting them to do their Saturday chores."

Hansen said although "penny candy" has doubled in price — to 2 cents — it continues to attract local children. She credits the store's location, good customers and quality employees with the Island Market's success in a world of big-box giants. Decades ago, it was one of many smaller markets in Cache Valley but now is unique.

"We're kind of a dinosaur in the grocery store business," she said.

Twelve years ago, when Barry and Suzanne Noorda moved to Logan from Las Vegas, it was the Island Market that helped them settle on a neighborhood.

"Believe it or not, the Island Market helped sway our decision on what area to live in," Suzanne Noorda said. "Seriously, we love the place, especially after moving here from a big city full of planned communities and strip malls."

Now, Noorda said, friends and family who visit them love to frequent the market because "it is such a novelty to them."

Karen Moos-



Photo by Meegan M. Reid

Rylee Ashcraft gives change to a customer at the Island Market.

man is one who doesn't know life without the Island Market. A penny candy purchaser as a child and grocery buyer now, the Island resident said she'll always remember the friendliness of the store's staff.

"I grew up down here," she said. "I've been going to it since I was 5 or 6 — as far back as I can remember."

The market has

its appeal to non-locals as well. Current Island resident Brigitte Ballard was raised in Cache Junction and remembers riding her bike to the old Beanery to buy candy.

"It's actually really cool that my kids have somewhere to go to like that," she said.

Some credit the Island Market for more than just good memories and a friendly shopping experience, though.

For Ballard, the market has served as a math tool.

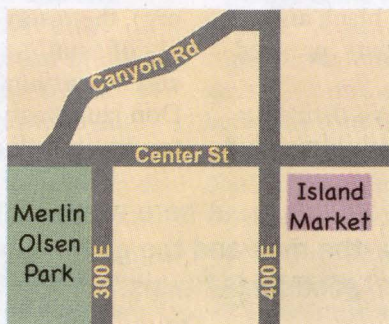
"It's a great learning tool for my

kids," she said. "They learn how to use money. If they get 25 cents, they can learn what exactly they can buy with that."

In the mid- to late-1990s, the Island Market allowed Benson's daughter, now Megan Ostler, to set up a cotton candy shop outside their store for several summers.

"She learned about retail and marketing principles," Benson said. "It really did help put her through college."

— By Emilie H. Wheeler



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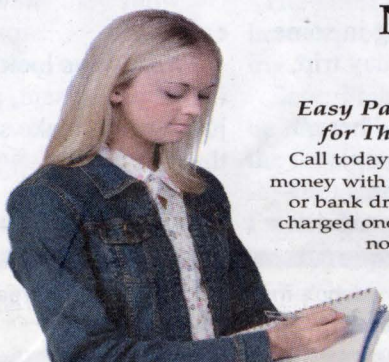
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