

SWEET SHOP

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THE PRODUCT:

- Term - Sweets (UK and Ireland), candy (US and Canada), lollies (Australia and New Zealand).
- Definition of sweets - a **confection** that features sugar as a principal ingredient.
- **Confectionery** - the art of making confections, which are food items that are rich in sugar and carbohydrates. Confectionery is divided into two broad and somewhat overlapping categories, **bakers' confections** and **sugar confections**:

1. **Bakers' confectionery / flour confections**, includes principally sweet pastries, cakes, and similar baked goods.
2. **Sugar confectionery** includes: candied nuts, chocolates, chewing gum, bubble gum, pastillage/Sugar sculpture, and other confections that are made primarily of sugar.



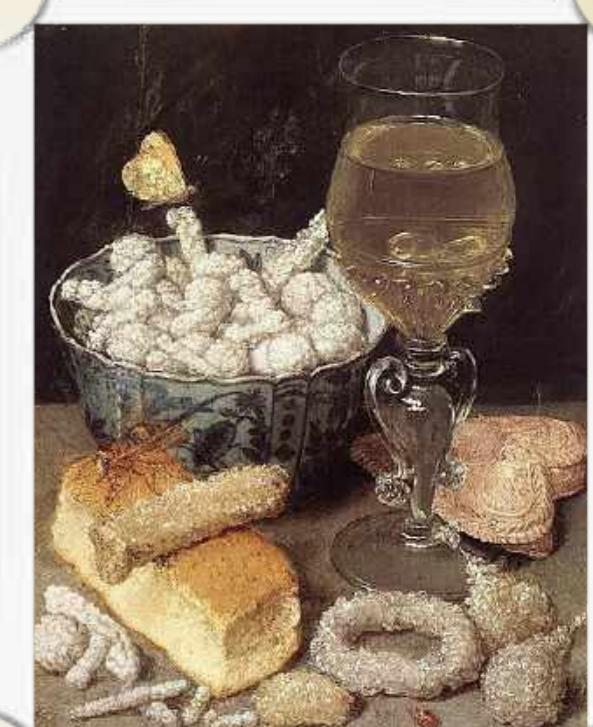
History and important milestones:

- Before sugar was available, candy was based on honey. Honey was used in Ancient China, Middle East, Egypt, Greece and the Roman Empire to coat fruits and flowers for preservation or to create forms of candy.
- Between 6th and 4th centuries BCE, the Persians, discovered that India had "reeds that produce honey without bees". They adopted and then spread sugar and sugarcane agriculture.
- Before the Industrial Revolution, candy was often considered a form of medicine, either used to calm the digestive system or cool a sore throat.

- Up till the early 18th century, only a few of the early colonists were proficient in sugar work and were able to provide the sugary treats for the very wealthy. **Rock candy**, made from crystallized sugar, was the simplest form of candy, but it was considered a luxury and was only attainable by the rich.
- With the Industrial Revolution candy business underwent a drastic change in the 1830s when technological advances and the availability of sugar opened up the market. The new market was not only for the enjoyment of the rich but also for the pleasure of the working class. There was also an increasing market for children.

In 1847, the invention of the **candy press** (also known as a toy machine) made it possible to produce multiple shapes and sizes of candy at once.

In 1851, confectioners began to use a **revolving steam pan** to assist in boiling sugar. These innovations made it possible for success of candy business.



Still-Life with Bread and Confectionery,
by George Flegel, first half of 17th
century.



Traditional brown rock sugar



White rock sugar

The process:

Sugar beet:

- The sugar beet became a major source of sugar in the 19th century when methods for extracting the sugar became available.
- The **root** contains a high proportion of sucrose.
- It is cultivated as a root crop in temperate regions with adequate rainfall and requires a fertile soil.
- Harvested in the autumn, the crop is washed and sliced, and the sugar extracted by diffusion. Milk of lime ($\text{Ca}(\text{OH})_2$) is added to the raw juice with calcium carbonate. After water is evaporated by boiling the syrup under a vacuum, the syrup is cooled and seeded with sugar crystals. The white sugar that crystallizes can be separated in a centrifuge and dried, requiring no further refining.



Sugarcane:

- Sugarcane were cultivated in tropical climates in South Asia and Southeast Asia over centuries for the sucrose found in their **stems**.
- A great expansion in sugarcane production took place in the 18th century with the establishment of slave plantations in the Americas, used for the labor-intensive process of sugar production, enabling prices cheap enough for most people to buy.
- Mechanization reduced some labor needs, but in the 21st century, cultivation and production relied on low-wage labourers.



Packaging:

- Packaging preserves aroma and flavor and eases shipping and dispensation.

Types of packaging :

- Wax paper seals against air, moisture, dust, and germs



Wax paper

- Cellophane is valued by packagers for its transparency and resistance to grease, odors and moisture. In addition, it is often resealable.



Cellophane

- Polyethylene is another form of film sealed with heat, and this material is often used to make bags in bulk packaging. Plastic wraps are also common.



Polyethylene

- Aluminum foils wrap chocolate bars and prevent a transfer of water vapor while lightweight, non-toxic and odor proof.



Aluminum foils

- Vegetable parchment lines boxes of high-quality confections like gourmet chocolates.



Vegetable parchment lines boxes

- Cardboard cartons are less common, though they offer many options concerning thickness and movement of water and oil.

- Packages are often sealed with a starch-based adhesive derived from tapioca, potato, wheat, sago, or sweet potato. Occasionally, glues are made from the bones and skin of cattle and hogs for a stronger and more flexible product, but this is not as common because of the expense.

History of packaging:

- Prior to the 1900s, candy was commonly sold unwrapped from carts in the street, where it was exposed to dirt and insects.
- By 1914, there were some machines to wrap gum and stick candies, but this was not the common practice.
- After the polio outbreak in 1916, unwrapped candies garnered widespread censure because of the dirt and germs. At the time, only upscale candy stores used glass jars.
- With advancements in technology, wax paper was adopted, and foil and cellophane were imported from France by DuPont in 1925. Necco packagers were one of the first companies to package without human touch.
- During the 1950s, small, individually wrapped candies were recognised as convenient and inexpensive.
- By the 1970s, after widely publicised but largely false stories of poisoned candy myths circulating in the popular press, factory-sealed packaging with a recognisable name brand on it became a sign of safety.



Sweet classification/ type:

- Gummy
- Soft and mushy
- Gum
- Rock and powder
- Lollipops
- Chewy
- Sour
- Cotton
- Liquid & Spray Candy
- Wax
- Hard
- Liquorice
- Bars
- Sticks
- Chocolate/Toffee/Caramel

- Salty or flavoured covered Snacks
- Sugar Free
- Dried fruit and Nuts
- Palm Oil Free Candy
- Cereal
- Natural & Organic Candy

AUDIENCE:

My Target Audience : Tourists and Teenagers (particularly early teens)

- A gift shop or souvenir gift shop is a store primarily selling souvenirs relating to a particular topic or theme. The items sold often include coffee mugs, stuffed animals, t-shirts, postcards, handmade collections and other souvenirs. Gift shops are normally found in areas visited by many tourists.
- A gift shop can be defined as a shop which has the primary purpose of selling items that will be given to others for no material gain.
- Shopping is an important part of the visitor experience. Retail tourism is a potentially effective and profitable way to expand and deepen the visitor's experience and extend the stay in the host community. These days, however, this type of retail must consist of more than T-shirt and souvenir shops.
- Collecting basic visitor demographics that include the visitor's town and country of origin, the numbers in the party and the length of stay. This collected data can be used to develop a detailed psychographic profiles of your current visitors, identify new visitors and target specific potential visitors.

- We are all aware of the growing number of airports and duty free shops and tourist retail, but the far bigger portion of tourist retail sales is spent outside of the airports.
- A 2005 book, ‘Shopping Tourism, Retailing and Leisure’, cites several studies showing that roughly one half of tourists say shopping is the first or second most important priority when choosing a destination.
- Many of today’s global brands benefited from wealthy travelling shoppers. However, luxury shopping is only a small portion of tourists’ buying. If you watch tourists on Main Streets, their mid-market consumption is at least as large as in luxury retail.

Teenagers/Adolescent:

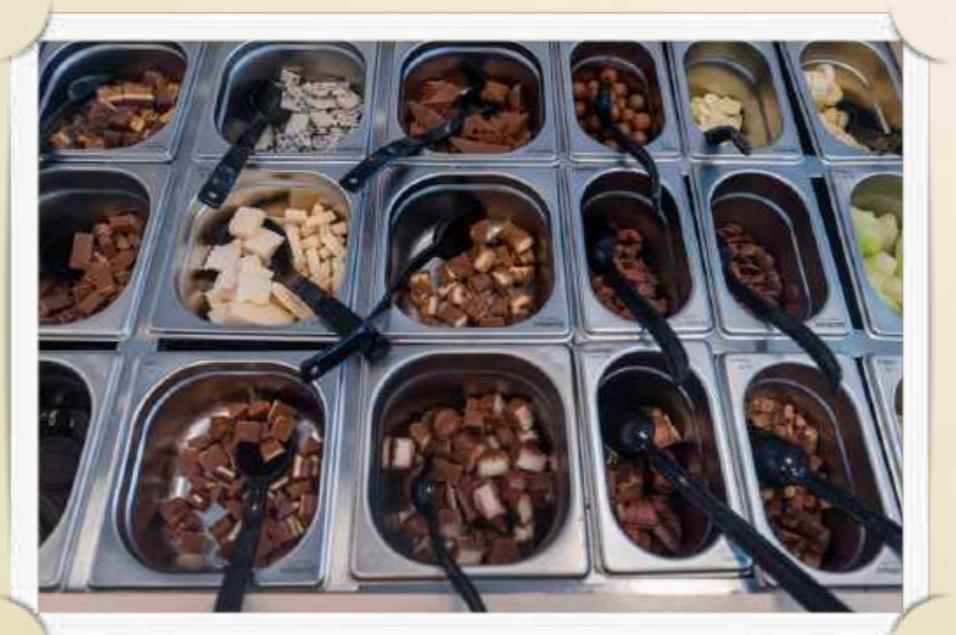
- 13- 19 years old.
- Adolescence is the name for this transition period from childhood to adulthood, it is also called the developmental stage.
- Focus on Brand Personality: Older shoppers and parents in particular tend to focus on quality and performance. In contrast, younger shoppers such as millennials respond more to brand personality. Provide a product or service that is truly worth the money but also focus on creating an **authentic brand personality**. Youthful markets tend to appreciate **humour** while also responding well to **professionalism**. Ultimately, young people want **brands that communicate with them and evoke strong emotions**.

- Remember Public Relations: When trying to appeal to a young audience, you need to do more than just advertise. You need to create a PR campaign. **Ideally, an effective campaign lets your clients do the advertising for you.** An affective **campaign needs to make use of social media influencers**, but it also created a fun branded **challenge** that anybody could try, all **while demonstrating the efficacy of the product.**
- Be Innovative: Young people are naturally drawn to innovation. To organically appeal to this crowd, you need innovative products and services, but you also need to be innovative about your marketing techniques. It is important to take into account how users engaged with the platform and created marketing that fit into that niche. Such as creating silent videos that send a message to users whilst they scrolled past, even if their computer speakers were off.
- Get on Their Platforms: Facebook continues to be the dominant social media channel for users of all ages, but if you want to reach younger audiences, you may also want to bring your social media marketing to other platforms. For example, teens love Snapchat, Instagram, and Vine, and they spend hours on these platforms daily.
- Sponsor Youth Events: If you want your brand to reach a young audience, consider sponsoring youth events. When Sponsoring a local sports team, in addition to reaching kids, you also reach their parents and grandparents.
- Engage in Philanthropy: Whether you decide to get involved with schools or not, consider engaging in philanthropy. Depending on your budget, you may want to donate a certain percentage of profits to charity, host charity events, donate products to silent auctions, or get involved in charities in other ways. Often many are appealed to patronize companies with a generous corporate image.
- Work With your audience: For the brand to appeal to a younger audience, you need the voices of young people on your team by hiring them. Working with a young audience when doing market research.

zwiit

THE CRAVINGS CAFE

- location: Sliema malta
- Daily decorated dough bases treats - Doughnuts, Churros, Waffles, iMqaret
- However they also offer the service of making own dessert from their buffet of toppings, as a way of self expression: “Show your unique personality off by creating your very own dessert and let the world know what you would taste like in waffle form”.
- They also offer the service of delivering these creations to offices.







Candy Cafe , Marsalforn Gozo

- Serves also Pastries, milkshakes,
- Offer different branded packaging

The only chocolate factory in Malta to make chocolates in a production kitchen with a **viewing window** so you can watch the artisan process of tempering, moulding and shaping chocolates.

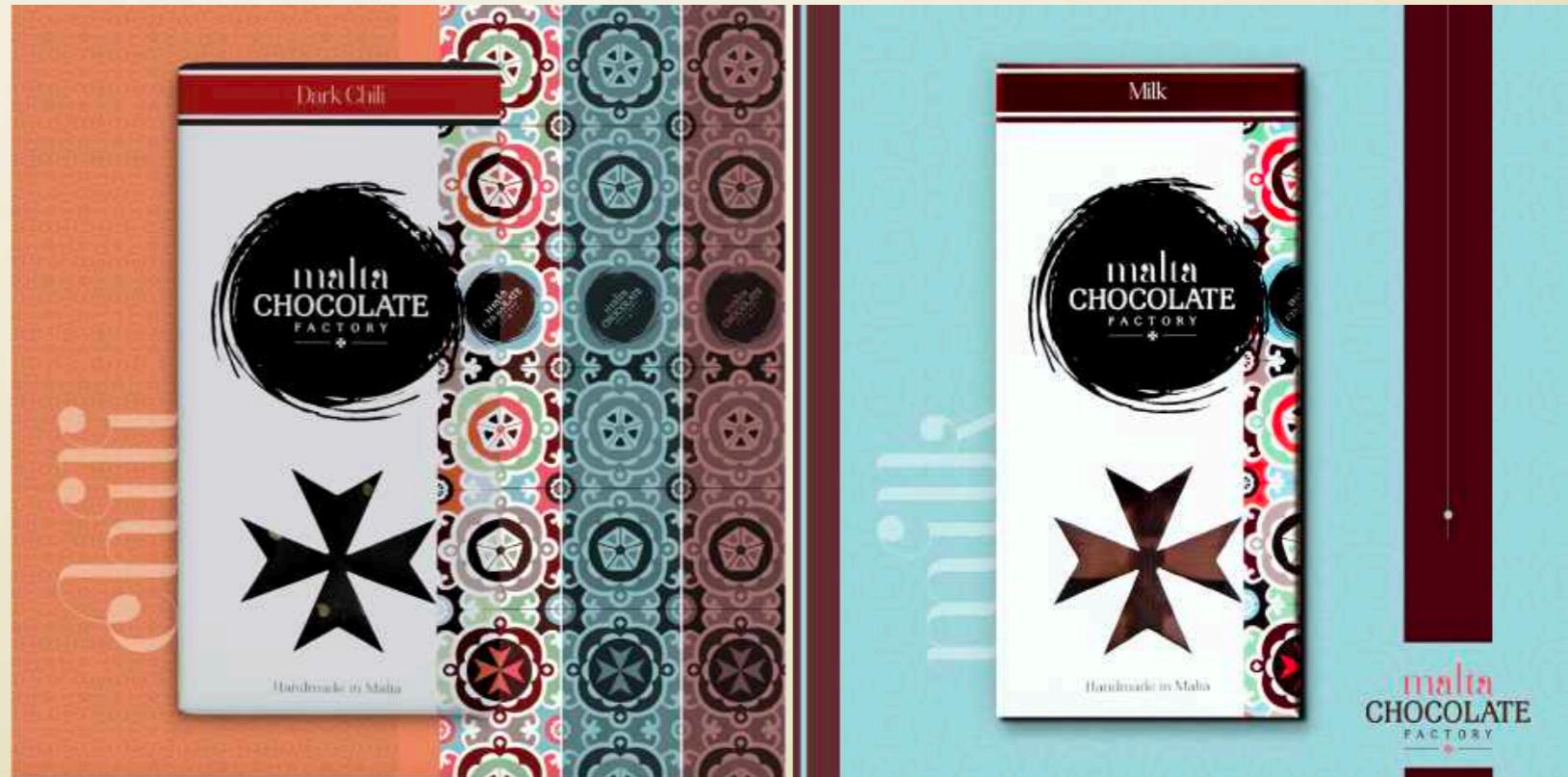
Chocolate covered honeycomb, ginger, nougat, peanut brittle and apricots along with fruit and nut chocolate, chilli chocolate (a real taste sensation), hazelnut chocolates and salted peanut dark chocolate are just a small number of our creative chocolate recipes.

Our **café** serves a range of hot and cold chocolate drinks (as well as tea and coffee) with scrumptious pastries and cakes from our award-winning chef and delicious **chocolate fountain** treats.

- Location: Bugibba, Malta
- Include the Maltese identity in their products.
- Hand made assorted chocolate



malta
CHOCOLATE
FACTORY





- Location of Store: Hamrun, Malta
- American Candy, Retro Sweets by weight and English Sweets
- Cater for Parties and party essentials.
- They add a new products to their brand collection on a daily basis.
- “We try and get things which aren’t readily available on the island”. “Since we are not a supermarket and we don’t get big quantities, the cost is going to be a little bit higher. Keeping that in mind we try and get different things, something a bit more special which is worth spending that little bit extra,”

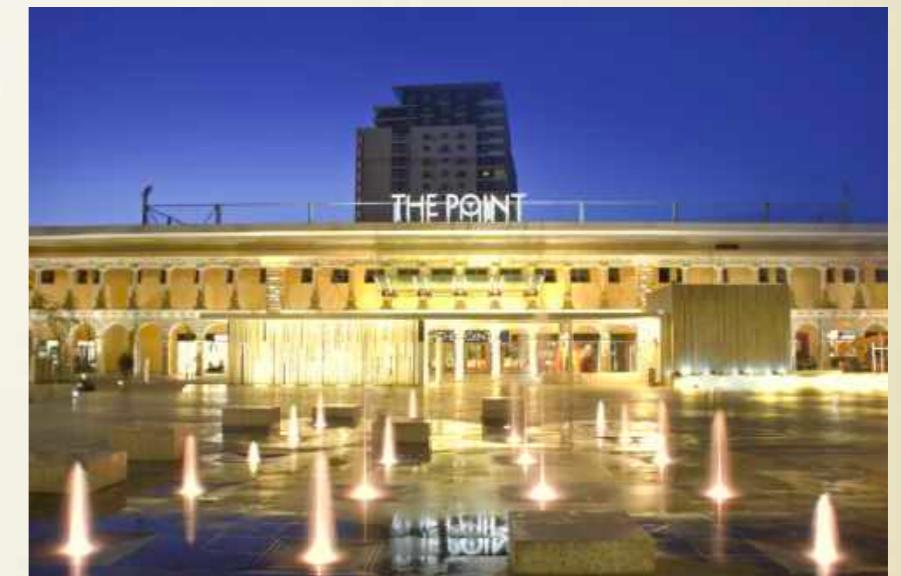
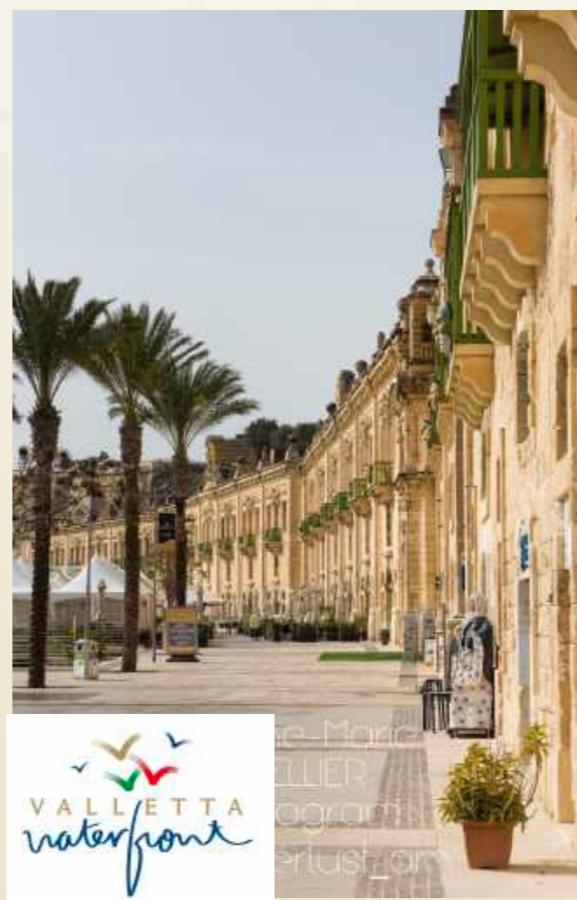


- To appeal to a young audience, you need a blend of great products, innovative marketing, and an emotionally evocative brand to easily attract young consumers and to keep them as clients.

LOCATION:



Melita Street, Valletta



City Gate Arcade, Valletta

City Gate (Maltese: Bieb il-Belt, literally "Door to the City") is a gate located at the entrance of Valletta, Malta. The present gate, which is the fifth one to have stood on the site, was built between 2011 and 2014 to designs of the Italian architect Renzo Piano.

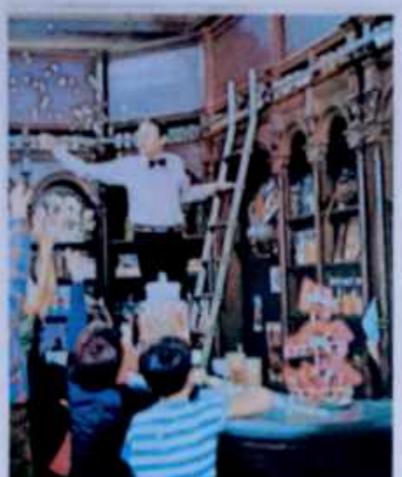
The first gate which stood on the site was Porta San Giorgio, which was built in 1569 to designs of either Francesco Laparelli or Girolamo Cassar. The gate was renamed Porta Reale (Maltese: Putirjal) in around 1586, before being rebuilt in 1633, probably to designs of Tommaso Dingli. It was briefly renamed Porte Nationale during the French occupation of Malta in 1798, but its name reverted to **Porta Reale** when Malta fell under British rule in 1800. In 1853, this was once again replaced by a larger gate, which was also known as **Kingsgate or Kingsway**. These first three gates were all fortified, forming part of Valletta's city walls. The gate was also informally called the Porta di terra (meaning "land gate") since it was the only landward approach to the city.

The last fortified gate was demolished in 1964, being replaced by a Futurist gate designed by Alziro Bergonzo. This gate was then demolished in 2011, and it was replaced by Piano's gate which was completed in 2014.

In front of the gate there is the **Triton Fountain** at the centre.

NAME OF THE BRAND:

- The Candy Shop
- City Gate's Sweet Shop
- The Vintage Sweet Shop
- Reale's Sweet Shop
- The Old Candy Store
- Porta Reale Sweet Shop
- The Sweet Shop.
- il-Haunt tal- Helu f'Putirjal
- Tasty Treats
- Maria's Sweet Shop
- Eddie's Sweet Shop
- il-Haunt tal- Helu ta' Bieb il-Belt
- King's Gate Sweet Shop
- Triton's Sweet Shop



Ward's Shop

track of day - shift ladder

recycled plastic for packaging
- Charlie & the Chocolate Factory sweet shop



recycled paper for lip balms



Personalized packaging from online website → Charlie's chocolate factory



Victorian Kitchen style - Shore Confectionery



dark bottle - for drinks (chocolate milkshake) → also used for wrapping



Lip balm/gum blends and creams



fold down counter attached to bar



through the wooden bar



circle display counter

Chocolatier

Hallie's





Rational:

- A refurbished Victorian style sweet shop, portrayed through its vintage interior furniture, the logo and the packaging itself.

Serves:

- Top trendy packaged sweets shipped and made available on our shelves from all around the word. Offering some of the top famous choices: Nerds, Jolly Ranchers, Hershey's, Twinkie, Sour Patch Kids, Cadbury, Swedish fish, Pocky, Kit kat, Lucky Charms...
- A huge variety of sweets and chocolate assorts can be bought by weight from our shop. Maltese readily packed Chocolate assorts and chocolate bars will also be available at our shop ideal for souvenirs.
- Freshly baked traditional Maltese sweets and treats.
- We offer fresh daily pastry delights filled and topped with a wild variety of trendy chocolates, ice- creams, biscuits and other trendy sweets such as cupcakes, churros, waffles.... We also have a chocolate fountain which can be used to cover your treat in melted chocolate for those chocolate lovers.
- We offer many optional combinations or self customised milkshake from trendy favourite flavours and sweets to your drink from a wild variety of options available at our shops. We also offer alternative optional creation of milkshake combination inspired by top trendy flavour of Starbucks's Frappuccinos (however without coffee, unless it is specifically ordered by the customer).
- Monthly sweet experience - serving different traditional treats of our choice from one specific country. ex. August - Hawaiian treats, September - Swiss treats...
- We also offer exclusive sweet tasting where one is given the opportunity to try many of our exotic sweets and treats. We also offer chocolate and sweet making classing by bookings.

Brand Values:

Eco friendly

Trendy and stylish

Vintage

Quality and trustworthy



The Candy Shop