



## Wilton's Iconic Candy Store Celebrates 10 Years

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the

Moon in Wilton Manors brings Candyland to life. Its shelves stock candy from 87 countries. As soon as you walk inside, you notice the music coming out of the speakers is all about candy and sweets. You can find your favorite vintage confectioneries dating back from 1806 to the mid 1990's. Owner Antonio Dumas says it's the candy that keeps the customers coming back. "There are some people who don't even eat sweets and they shop here because we have more than 100 sugar-free selections," said Dumas.

That's not surprising. Dumas considers himself somewhat of a 'candiologist' – an expert in all things related to candy. That's a big help for customers who are unsure of what to buy.

"He is so knowledgeable and well, cares of the quality and origin of the products he chooses to sell. He always has honest recommendations when I'm having my usual indecision process" say regular customer Meg McKenna.

From the floor to the ceiling there are chocolates, candy and sweets in all shapes and sizes. There's chocolate shaped like a stiletto, vintage candy bars, gum, and pez.

"I like To the Moon because it has such a variety of candies that are both classic and interesting. It's filled with international candy that I've never tried or heard of. The place seems almost magical. It's like Willy Wonka's Chocolate Factory condensed into a smaller space," McKenna said.

This month, To the Moon celebrates 10 years on Wilton Drive. Since opening, it now sells more merchandise with more of a retro feel. The aisles are packed with all sorts of fun items and Dumas knows exactly where to find each one. Customers can buy hard- to-find fun stuff or hilarious products that you haven't seen in decades. The ones that caught my eye include Mad Libs, aluminum lunch boxes, poo-pouri (it's for the bathroom) and Golden Girls-themed greeting cards.

"We have greeting cards for everybody. We cater to everyone, not just gay customers. I am not a stupid business owner," Dumas said.

The cross-section of customers who shop there represents the wide variety of merchandise. "Every type of person shops here. Families, trannies, gays, straights, Europeans, Australians and locals – all kinds of people visit this area for vacation year and stop in. We have locals who come here every day," said To the Moon employee William Newcomb.

*To the Moon is open 7 days a week, 365 days a year. You can find out more information at [ToTheMoonMarketplace.com](http://ToTheMoonMarketplace.com).*

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GeekVal(SM) Estimations  
Active Wilton Manors Single Family Home Listings

	East	Center	West	Total
Attractively Priced	5	8	8	21
In the Ballpark	7	4	8	19
Likely Overpriced	6	13	3	22
Oh Please...	7	9	5	21
Total	25	34	24	83

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