

FOR IMMEDIATE RELEASE

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Sugarwitch Ice Cream Sandwiches Opens for Business in St. Louis

Innovative Queer-owned Columbia Summer Staple Relocates in Time for Ice Cream Season

Sugarwitch Ice Cream Sandwiches today announced their permanent relocation to St. Louis, MO. Kids of all ages seeking a cold summer treat can find Sugarwitch on Saturdays beginning July 3rd. The Sugarwitch pop-up shop will be on the patio at Olio, inside Kabine One (a vintage airstream trailer that you may have seen previously parked at AO & Co) from 12-6pm. Olio is located at 1634 Tower Grove Avenue, St. Louis MO 63110.

Sugarwitch, founded by Sophie Mendelson and Martha Bass, is a queer-owned and operated business that crafts small-batch, from-scratch ice cream sandwiches and frozen novelties using locally-sourced and sustainably-produced ingredients. Their ice cream sandwiches strike the balance between nostalgia and innovation, all named after witches of literature and lore.

“Ice cream is first and foremost about fun, and that’s how Martha and I have always approached it,” Mendelson said. “Part of that is celebrating these powerful witches, which is an expression of our ‘inner kids’ as well as our queerness. Then there’s the indulgence of the ice cream itself. That pairing feels decadent and maximalist and wicked in the best way.”

Sugarwitch has been a favorite summer treat in the Columbia, Missouri area since 2019, founded while Mendelson and Bass were graduate students at the University of Missouri. When a job offer brought the newlyweds to St. Louis, they decided they couldn’t leave their ice cream dreams behind.

“It was difficult to leave the warmth and enthusiasm of our Columbia community, whose support was truly the reason we were able to start this project,” Bass said. “But we’re so grateful to have landed in St. Louis with its vibrant restaurant scene, and we’re incredibly excited for the next chapter of this endeavor.”

Photos and press kit can be found here. <www.sugarwitchic.com/press-kit>

First pop up menu can be found here. <www.sugarwitchic.com/this-weeks-witches>