

FOR IMMEDIATE RELEASE

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### **Sugarwitch Opens Brick-and-Mortar in Carondelet**

*Sugarwitch due to open storefront this month in former home of the historic Carondelet Bakery*

Since opening in St. Louis in June of 2021 inside the Tiny Shiny Space (a vintage airstream trailer) on the patio at Olio, Sugarwitch has become a go-to spot for frozen desserts in South City, and expanded operations to supply a variety of restaurants and shops in and around town. Now, it is set to open its first brick-and-mortar storefront in the former home of the historic Carondelet Bakery (7726 Virginia Ave, St. Louis, MO 63111) later this month.

“The old Carondelet Bakery is truly an incredible space with deep history in this part of far South City - with the exception of a Covid-induced hiatus, it has been operating continuously as a bakery since 1875! We transitioned our production operations into the kitchen in April 2022, and are so excited to continue the bakery’s legacy of providing sweet treats to our neighbors while putting our own touches on the space and operations.” (Martha Bass)

Some of these touches include new signage created by [Jon Lloyd](#), a Lemay-based sign painter who works entirely by hand using vintage techniques to create colorful works in classic St. Louis styles, as well as an original interior mural by [Zulay Rueda](#) highlighting the botanical magic of Missouri flora.

“Working with local craftspeople - from artists to electricians to HVAC professionals - to transform the space while remaining true to its historic character has been one of the greatest pleasures of this transition. It really is that ‘it takes a village’ saying in action, and we feel so welcomed and supported by our new neighborhood.” (Sophie Mendelson)

Sugarwitch’s move is eagerly awaited by customers, who have made their excitement known on social media where posts have been shared and liked by hundreds of fans ready to visit the new location. In addition to the full range of ice cream offerings available at the silver trailer, the new storefront will have a coffee menu developed by Camy Bright to feature Coffeestamp coffee and Bigheart Tea. Nitro cold brew and sparkling matcha floats are on the agenda, as well as rotating seasonal specials built around homemade syrups, whipped creams, and infused Rolling Lawns milks. The storefront will also sell pastries and goodies by Breadcraft, Whisk, and Bijoux, among others. The location provides outdoor seating where customers will be able to enjoy their treats, and great proximity to Grant’s Trail and the River Des Peres Greenway bike trails.

Sugarwitch was founded by Sophie Mendelson and Martha Bass, and 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.

Opening day is Friday, September 30th. Hours will be Fridays 3pm-9pm, and Saturdays/Sundays 10am-6pm.