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## Year-Old Palo Alto, Calif., Candy Store Finds Sweet Success.



[San Jose Mercury News \(San Jose, CA\)](#)  
March 12, 2004

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Byline: John Boudreau

Mar. 12--One could say Christy Weinstein has a very sweet business plan -- or a dangerous one.

Just over a year ago, she founded Kiki's **Candy Bar** in downtown Palo Alto. The store carries more than 1,000 different types of **candy**.

"Do I get sick of **candy**? I don't," Weinstein said. "It's a staple." But the sweet-toothed entrepreneur has learned **the art of strategic snacking**.

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Weinstein launched her business with an initial \$375,000 investment after a career in the start-up tech world. Her last job was vice president of human resources and general counsel with Salira Optical Network Systems, a Santa Clara provider of optical access systems.

She has a three-pronged business model: walk-in retail, delivery of **candy** buckets to local corporations and managing birthday parties for children. With an upstairs apartment-like space, the store is ideal for gatherings, which so far have generated nearly half of her business.

Kiki's **Candy** Bar also serves up Italian sodas in martini glasses, non-**candy** items and, of course, **candy**, from gummy sweets to high-end chocolate. Visitors can spend 25 cents to feed a sugar fix -- or \$40 for a pound of Belgian chocolate.

Does the mother of two young children worry about peddling sweets?

"We have our toothbrushes that we give out," said Weinstein. Later this year she plans to open a second store in San Francisco's Union Square and start selling **candy** over the Web, at [www.kikiscandybar.com](http://www.kikiscandybar.com).

To see more of the San Jose Mercury News, or to subscribe to the newspaper, go to <http://www.mercurynews.com>.

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