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THE BUFFALO NEWS



Try this local favorite on National Dessert Day. (Sharon Cantillon/News file photo)

Buffalo's day to celebrate sponge candy

By **Aaron Besecker** (https://buffalonews.com/author/aaron_besecker/) | Published September 21, 2016 | Updated November 17, 2016

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Western New Yorkers sure love their sponge candy.

And today, apparently, is time to celebrate.

For that, you can thank Fowler's Chocolates (<http://www.fowerschocolates.com/>). The Buffalo-based chocolatier declared in a press release that today is the second annual "National Sponge Candy Day."

It all started last year, when Buffalo Mayor Byron W. Brown proclaimed Sept. 21, 2015, as "National Sponge Candy Day" in Buffalo. (So it's a somehow a "national" day, but only in Buffalo? The celebration is not listed on NationalDayCalendar.com (<http://www.nationaldaycalendar.com/septe>

Here's Brown issuing the proclamation:

Regardless of the origins for the latest in national one-day celebration, Buffalo's sweet tooth for sponge candy is obvious.

Walk into any candy shop or chocolate maker in the region, and you'll find shelves stocked with its sugary sweetness.

Here are 10 quick factoids about sponge candy:



*Buffalo sits in what's known as "Sponge Candy Crescent," an area along Lake Erie's eastern shore, with the strongest areas from Erie, Pa., to Rochester, according to some in the candy-making industry.

*The concept initially comes from Europe, according to Saveur Magazine (<http://www.saveur.com/article/travels/great-chocolates-buffalo-new-york>). In the United States, it probably was created originally in the New England area, a chocolate company consultant told Buffalo Spree in 2012 (<http://www.buffalospree.com/Buffalo-Spree/February-2012/Confection-connection-Buffalo-and-sponge-candy/>).

*Buffalo's beloved sponge candy is similar to other candy enjoyed around the country and the world, but Buffalo's version is unique and though wildly popular here, not enjoyed in many other places.



(<https://s3.amazonaws.com/bncore/wp-content/uploads/2016/09/Ko-Ed-Candies-9-e1474473908315.jpg>)

*Sponge candy made at Ko-Ed Candies in 2013.
(Sharon Cantillon/Buffalo News)*

*The area's love affair goes back decades. If you ask Fowler's, it goes back to 1910 when they started making it here. Each year, they make more than 35,000 pounds, the company said.

*A North Tonawanda company, Platters Chocolates, got a tax break (<http://www.buffalonews.com/business/platters-chocolates-wins-tax-break-to-make-more-sponge-candy-20160413>) earlier this year to build a new plant, a move aimed at increasing production and with that, carrying the hope of spreading sponge candy love across the country.

*One of the newest sponge-candy concoctions in the area is a cannoli (<http://buffalo.com/2016/07/11/news/food-drink/panaros-truck-bringing-sponge-candy-caramel-cannoli-wny/>) infused with the sweet treat.

*Buffalo News Food Editor Andrew Z. Galarneau in 2013 brought us the story of Ko-Ed Candies (http://www.buffalonews.com/20130213/sweet_sweet_sponge_candy.html) in South Buffalo, where sponge candy is featured. (The store has since been sold.)

*Sponge candy got the Food Network's attention

(<http://buffalo.com/2011/02/16/uncategorized/food-networks-adam-gertler-crunches-into-watsons-sponge-candy/>) in 2011.

*Buffalo.com took us inside Watson's Chocolates several years back.

*So if you're fixing for a piece of sponge candy - or maybe a pound - the choices abound. Here's Yelp's top 10 candy stores (https://www.yelp.com/search?cflt=candy&find_loc=Buffalo%2C+NY) in the Buffalo area.

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