

# DAILY NEWS

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NEW YORK'S HOMETOWN NEWSPAPER

nydailynews.com



**HANDS ON:** Chocolate-covered jelly rings being made at Joyva's factory

DAVID HANDSCHUH DAILY NEWS

## GOOD LIVING

### Where to buy Passover candy

Here's a sampling of shops that sell the sweets:

■ **Economy Candy**, (108 Rivington St., 1-800-352-4544, [www.economycandy.com](http://www.economycandy.com)) offers Bartons, Joyva, Koppers and other brands. Koppers' Dark Chocolate Raisins are \$5.99 per pound.

■ Located in Flatbush, Borough Park, Cedarhurst and Monsey, kosher candy store **Oh! Nuts** (1-877-464-6887, [www.ohnuts.com](http://www.ohnuts.com)) sells nuts, dried fruits and candy, including Sour Jelly Bears at \$5.99 per pound.

■ At **Waldbaum's, the Food Emporium and A&P**, customers can buy candy like Savion Fruit Slices (\$1.79 for an 8-ounce package).

■ **Whole Foods** carries kosher and kosher-style products, but no "kosher for Passover" products. Chocolate-covered matzo crunch is \$5.99 per pound.

■ **Zabar's** (2245 Broadway, [www.zabars.com](http://www.zabars.com), 212-787-2000) features confections like an 8-ounce box of Bartonettes Bittersweet Assortment (\$9.98).

# Sweet Passover memories

BY LAURA B. WEISS

At the Joyva candy company in Brooklyn, the intense aromas of melting chocolate and fruit flavoring hang over the factory floor.

Passover is in the air.

Joyva is a leading producer of chocolate-covered jelly rings and marshmallow twists, candy that is as much a part of the Passover seder as gefilte fish.

From the factory, where huge kettles of molten marshmallow and jelly simmer, the company ships roughly 30,000 cases of candy nationwide in time for Passover (this year, April 12-20), said Sandy Wiener, great-grandson of the founder of the family-

owned firm.

What's the continuing appeal of confections our grandparents ate? "You have jelly rings and marshmallow rings for dessert," explained Wiener matter-of-factly. "It's become a tradition."

And tradition fuels sales. For many Jews, the candy — including perennials like sugar-coated fruit slices, and chocolate- and caramel-covered almonds — evokes warm memories. "My favorites were the fruit slices, orange, yellow and green," recalled playwright Charles Schulman, 40, who said the sweets "make me feel nostalgic for my childhood."

Upper West Sider Susan Nierenberg fond-

ly recalls licking the chocolate off jelly rings at seders in the '60s, but she's no fan of the fruit slices she dubbed "fruitcake for Jews."

Passover candy is made all over: At Bartons, in Allentown, Pa., which has been producing kosher treats (no leavened grains) since 1938, the top seller is the Almond Kiss, in which two almonds are enveloped in a blanket of chocolate and caramel, said John Kernan, vice president of sales.

And the candy's appeal hasn't escaped the younger generation. Says Mia Simowitz, 16, who'll be attending her aunt's seder here: "The candy on Passover is extra good because it's once a year and you're always looking forward to special things."