

---

## **SWEET SURRENDER BOYNTON BEACH CHOCOLATE SHOP GIVES IN TO WESTERN MIGRATION TRENDS.: [Boynton Beach Edition]**

*Linda Reeves Special Correspondent. South Florida Sun - Sentinel. Fort Lauderdale, Fla.: Jun 20, 2003. pg. 1*

### **Abstract (Article Summary)**

**PHOTO; Changing places: [Maury Lewkowicz] and [Rivian Lewkowicz] bought Scheurer's Chocolates in downtown Boynton Beach in 1997. They've closed the store there and are moving it west, to Congress Avenue at Lantana Road. They hope to have the store at the Shoppes of Atlantis open by July 1. Staff photo/Linda Reeves**

### **Full Text (623 words)**

*Copyright 2003 by the Sun-Sentinel)*

In the world of business it's not unusual to boast about having the best customer service, but one longtime Boynton Beach shop is doing something that might give them bragging rights.

"Most of our customers have moved to Wellington and to western Lantana, Lake Worth and Boynton Beach, so we are closing shop and heading west to serve them," said Rivian Lewkowicz, 55, co-owner of Scheurer's Chocolates.

The move doesn't just make good business sense for the family; it's also the result of a long-delayed downtown revitalization.

For more than two decades, Scheurer's Chocolates has been a little-kept sweet secret tucked away at the end of a small strip mall in the Ocean Plaza on Ocean Avenue in downtown Boynton Beach.

On May 24, the shop closed its doors. The owners expect to open at 5901 S. Congress Avenue, in the Shoppes of Atlantis at Congress and Lantana Road, by July 1.

Customers like Linda Jaskell already plan to patronize them in their new locale.

"I have known them for many years," said Jaskell, 50, who recently moved west of Boynton Beach from the east side of town. "They are terrific people. I will find them at their new shop and continue to trade with them."

In 1997, Lewkowicz and her husband, Maury, 57, left the corporate world in Chicago, moved to Boynton Beach and bought the candy shop from founders Joe and Leslie Scheurer, a German couple. The deal included the Scheurer's candy-making secrets, techniques and recipes along with the Scheurer name.

However, the transaction did not include details about the city's visions of downtown redevelopment. A year after the shop was purchased, renovations began on the Ocean Avenue Bridge just east of the shop.

The shop was surrounded by road construction, street closures and dust for more than two years, until the bridge was finished and reopened. Then came the revitalization of the downtown's marina area. There was construction across the street at the Seamist Marina, along with stalled attempts to complete the project for three years.

"We are tired of waiting," said Dave Lewkowicz, 24, the Lewkowicz's son, a student at Florida Atlantic University in Boca Raton, who helps his parents run the shop. "It is time to move."

Many of the natives and longtime residents in Boynton Beach say they will visit Scheurer's in its new location in Atlantis, but they're sorry to see the store go.

"I will miss them because I have come here since the shop opened," said Betty O'Leary of Boynton Beach. "I wish them luck. I will go to see them at their new shop."

"We will still find them," said Mardy Powell, a resident of Delray Beach since 1979 and owner of Alpine Florist in downtown Boynton Beach. "Their move is a great loss to the city."

"Our customers are migrating to the west, so we are following them," Maury Lewkowicz said. "Our new shop will be situated in a central location for our clientele living in the western communities. People can stop in on their way home from work. We are going to extend our hours for the convenience of our working customers."

Store hours are 11 a.m. to 8 p.m. Wednesday through Saturday and noon to 7 p.m. Sundays.

"We have more working space," Lewkowicz said. "The showroom will be a little smaller. The cases will be a little different. Our candy will be the same."

For information, call 800-843-6559.

**[Illustration]**

PHOTO; Caption: Changing places: Maury and Rivian Lewkowicz bought Scheurer's Chocolates in downtown Boynton Beach in 1997. They've closed the store there and are moving it west, to Congress Avenue at Lantana Road. They hope to have the store at the Shoppes of Atlantis open by July 1. Staff photo/Linda Reeves

Reproduced with permission of the copyright owner. Further reproduction or distribution is prohibited without permission.

Companies: Scheurers Chocolates  
Author(s): Linda Reeves Special Correspondent  
Section: *COMMUNITY NEWS*  
Publication title: South Florida Sun - Sentinel. Fort Lauderdale, Fla.: Jun 20, 2003. pg. 1  
Source Type: Newspaper  
ProQuest document ID: 350035441  
Text Word Count 623