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ST. LOUIS BIZ TALK

Sweet News: Abel Brings Back Mavrakos

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Chocolate Chocolate Chocolate Co.'s Dan Abel Sr. says he's concerned he's going to run out of his first batch of Mavrakos chocolates "real quick."

Given the response (both online and in person) to [our story](#) about the relaunch of the famous candy, it sounds like he should be worried.

Mention Mavrakos and you'll hear everybody's favorites from years' past, followed by the same question: Where can I get it?



And to think these recipes sat on Abel's desk for more than 20 years!

Abel bought the recipes, a truck, some fixtures and molds from Mavrakos right before it sold to Archibald Candy, operator of the Fannie May candy stores, in the 1980s.

The name became available after Archibald filed for bankruptcy. Abel says his children, Dan Jr. and Christina, convinced him to do the relaunch. He spent [\\$100,000](#) of his own money and Chocolate Chocolate Chocolate's reserves to restart the line.

The first candies in production are Coconut Crescents, Bon Bon Creams, Caramels and Pecan Marshmallow Bars. Look for them starting Oct. 21 at Dierbergs and Chocolate, Chocolate Chocolate stores.

Abel says he'll reintroduce a new Mavrakos candy with each holiday but is keeping the next one under wraps until Christmas.

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