

Enjoy the Sweet Smell of Chocolate Success at Sweets on 3rd

If you appreciate fine chocolates or are just someone curious about the taste of premium truffles or unusual chocolate creations, then Sweets on 3rd is worth a visit.

This downtown Wausau shop owned by Chris Kasper and Nina Ricciardi specializes in handcrafted confections from premiere chocolatiers who use all natural ingredients.

“We have confections and gifts that are unique and that you won’t find elsewhere in the area,” Ricciardi remarked.

Entering the small shop on the 600 block of 3rd Street, one is comforted by the smell of freshly brewed coffee and the store’s nostalgic decor, but drawn to the glass display case filled with delectable truffles from Moonstruck, Lake Champlain and other renown chocolatiers.

Because Sweets on 3rd sells these chocolates by the piece rather than the pound, customers can sample a variety of truffles or select just what they need to perhaps complement a special dinner or give as a gift.

“Our truffles are very fresh. They are made to our order and shipped overnight. They never sit on the manufacturer’s shelf,” Ricciardi emphasized.

For visitors who don’t know their chocolates, Sweets on 3rd staff possess a wealth of knowl-

edge about the qualities and flavors of the different confections they sell. For some chocolates, they can tell you the percentage of cocoa used, particularly important when purchasing dark chocolates. Or they can advise which wines best complement a particular chocolate.

“When you buy chocolates from us, you know what you are getting,” Ricciardi commented.

Sweets on 3rd also carries unique chocolate bars, some blending chocolate with exotic spices from around the world. For instance, bars made by renown Chicago chocolatier Vosges Haut-Chocolat blends apple wood bacon with deep milk chocolate or mixes chocolate with Mexican ancho, chipotle chili peppers and Ceylon cinnamon.

To complement the chocolates they sell, Nina and Chris added a variety of coffees from Milwaukee roaster Alterra. Nina is quick to point out that while there is always a pot of freshly brewed coffee, Sweets on 3rd is not a coffee shop.

For those who want a cooler treat, Sweets on 3rd has a selection of all natural, Wisconsin made ice cream, and a cooler of cheese from the University of Wisconsin’s Babcock Hall.

Over the years, they have also added an eclectic collection of gourmet jams, mixes and sauces,

novelty candies and other unusual gifts.

With its cherry hardwood floor, brick walls and tin ceiling, Sweets on 3rd has the feel of a European candy shop and the look of an early 20th century retailer.

Nina and Chris, who both grew up in Wausau, opened Sweets on 3rd in November 2005.

“Downtown Wausau has unique shops and we wanted to be a part of it,” Nina explained. “We wanted to offer products that were among the best in their categories, and that you wouldn’t find locally. We also wanted to assure that people who come to our shop have an enjoyable experience.”

Company Snapshots

Sweets on 3rd

615 3rd Street, Wausau
 (715) 842-7171
www.sweetson3rd.com

- ♦ Specializes in fine chocolates, coffees, teas, ice cream, cheeses and specialty gourmet gifts
- ♦ Offers free local delivery and will ship nationwide
- ♦ Store hours: Monday through Friday 10 a.m. to 6 p.m.; Saturday 10 a.m. to 4 p.m. and seasonal hours



Standing by a display of premium truffles are left to right, employee Rachel Moen, and store owners Nina Ricciardi and Chris Kasper.

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