

BUSINESS

7 • THE INTELLIGENCER

For business coverage, contact reporter Henry Bury at 962-9171, ext. 223

Sweet success for Stirling sisters

By Henry Bury
THE INTELLIGENCER

Two Stirling sisters are enjoying a "sweet labour of love" in the heart of Toronto's financial district.

Deb and Julie Sager own and operate a candy store, Sweet Temptations, right below the Toronto Stock Exchange in The Exchange Tower located less than a block away from the King and Bay Street financial hub of Canada.

The Sagers are equal partners in the business they purchased with their parent's help in September of 2000 and they cherish the opportunity of filling the sweet tooth requests of bankers, stock brokers, lawyers and accountants.

"We never imagined we'd own a store but I wouldn't want anything different now," Deb Sager said in a telephone interview with The Intelligencer from her Toronto store. "This store is certainly a long way from Stirling."

They acknowledged that moving from the rolling farmland of eastern Ontario to Toronto was difficult and that buying a business at their age "called for a lot of guts."

"But maybe that's something you learn on a farm," said the 26-year-old Deb Sager.

Her sister, Julie, 24, said their rural upbringing goes a long way in spelling out their business philosophy.

"If you combine personal service with a good product, at a fair price, you'll get faithful clients,"



SUBMITTED PHOTO

Julie Sager, left, and sister Deb are shown here with some of the sweet delights at their downtown Toronto candy store.

she said.

The daughters of Joan and David Sager of RR 4 Stirling had different career goals before embarking down the sweet road to business success.

They attended Stirling Primary, Junior and Senior Schools.

Deb graduated from Centennial Secondary School and moved to Toronto to enrol in the two-year dental assistant program at George

Brown College. She worked part-time at Sweet Temptations during her studies and got a job as a dental assistant.

But she quit her profession to work full-time at the candy store.

Julie, meanwhile, graduated from Bayside Secondary School, moved to Toronto as well and enrolled in the two-year food and nutrition program at Centennial College.

She got a job in her career field but eventually left as well when they borrowed money from their parents to buy the candy store.

"There is nothing like coming to work every day and wanting to be here," Deb Sager said. "First of all, it's a candy store and if someone is in a bad mood when they come in here, they're certainly not in a bad mood when they leave here."

The sisters sell more than 130 different bulk candy items as well as imported chocolates, retro candy and such giftware as tins and glass ware.

They enjoy completing gift baskets for wedding and corporate orders and servicing some of the theatres in the district.

"We have bankers, lawyers and accountants coming into our store for their afternoon fix and others who come in every day and buy the same thing...we know many of the faithful by name and their individual sweet tooth," said Deb Sager.

Their store is open weekdays "but this is certainly not a Monday to Friday job. But we love every minute of our sweet labour of love."