

# Terry Craft

## Alps Sweet Shop Beacon, New York, USA

*First vice president of Retail Confectioners International*

**B**usiness leader. Devoted husband. Lifelong student. Harley owner. Tree hugger. Certified master confectioner. All of these describe Terry Craft, a man of many interests and talents, and the next president of Retail Confectioners International (RCI).

Craft is also vice president and co-owner of Alps Sweet Shop in the Hudson River Valley of New York state. He and his wife, Sally, who is the granddaughter of the founder, represent the third generation of ownership of two confectionery stores—one in Beacon and one in Fishkill, 10 miles away. The Beacon facility is approximately 6,000 sq. ft., of which 1,000 sq. ft. is retail space, while the Fishkill store is 1,000 sq. ft. of retail space only.

Terry and Sally took ownership of



Inside Alps Sweet Shop's Fishkill, New York, location.



Alps in 1993, named at its founding by Sally's grandfather in 1922

to indicate "highest in quality."

"Sally works as hard and as long as I do," he says with admiration. As company bookkeeper, gift basket producer and Fishkill store overseer, Sally is a major part of Alps' success. She is the company's president.

Terry's ongoing interest in education is another reason for the company's progress. In 1988, he attended RCI Pulakos Candy School as the first step of training beyond his father-in-law's instruction in the basics of confectionery production. Thirsting for knowledge, Terry has also participated in Richardson Researches courses, Barry Callebaut Institutes—both in Belgium and Montreal, Knechtel Lab courses and any other confectionery courses he could attend, including truffle and ice cream programs.

He recently acquired master confectioner status after having complet-