

Landis Valley Village and Farm Museum News Release

February 8, 2017

FOR IMMEDIATE RELEASE

CONTACT: Shayla Carey

Media Assistant

c-scarey@pa.gov

(717)569-0401 ext. 225



Author and Candy Expert Susan Benjamin to Give Talk at Landis Valley

LANCASTER, PA—She gives talks on candy, she blogs about candy, she owns a candy store. She even wrote a book on the history of candy. Susan Benjamin, owner of True Treats Historic Candy in Harper's Ferry, WV, and Frederick, MD, will bring her renowned knowledge and experience with sugary treats to Lancaster on Saturday, March 18, from 1-4 p.m., when she gives a talk and tasting at Landis Valley Village & Farm Museum. Pre-registration to the lecture is required and admission is \$20 per person. All proceeds from this fundraiser will benefit the museum.

"We're very excited to host Susan's presentation. Her book is an excellent journey through the colorful history of candy and, to top it off, she's bringing samples," says Theresa Kreider, manager of the Landis Valley Museum Store, and organizer of the event.

The talk is based on the book, *Sweet as Sin: The Unwrapped Story of How Candy Became America's Favorite Pleasure*, written by Benjamin. She relates that candy's history in America dates back to before the first European settlers came, when Native Americans would extract sugar from maize, make maple sugar candies, and use the sugar in fruit to preserve meat and other foods. She writes about fruits and resins introduced to European settlers who used them, tamed them, and then made them profitable over the centuries. Woven throughout the narrative are anecdotes about candies, their place in history, and notable people who made and sold them, as well as personal reflections on candy, family and her experiences running her two candy shops. The book and her shop have been featured in publications such as Smithsonian Magazine, Food Network Magazine, and the Toronto Star, as well as on various television and radio outlets.

((more))

The lecture will be held at the Landis Valley Museum Store, the retail arm of Landis Valley Village & Farm Museum. Tickets to the talk cost \$20 per person and include samples of historic candies. Registrations can be made online via a link on the museum's website. The lecture is a fundraiser for the museum and all proceeds benefit the museum's programming.

More information on this and other Landis Valley events can be found on the museum's website, landisvalleymuseum.org or by calling (717) 569-0401.

Situated on 100 acres in Lancaster, PA, Landis Valley Village & Farm Museum is a living history crossroads village that collects, preserves, and interprets the history and material culture of the Pennsylvania German community from 1740 to 1940. The museum is administered by the Pennsylvania Historical and Museum Commission with the active support of the Landis Valley Associates, a registered charitable organization.

###