

A new candy store is opening on Newbury Street this weekend. It's a Lil Sweet Treat for Boston.

With two shops in New York City, Elly Ross is quickly making her way in the candy world. Boston marks her third opening in less than a year.

By Haley Clough Globe Correspondent, Updated May 9, 2025, 2:59 p.m.



The Lil Sweet Treat in the West Village in New York, the first location. The Boston location opens Saturday. ELLY ROSS

Elly Ross loves sour candy. And sweet candy. And the flavors in between.

So in September of last year, she took a chance and opened [Lil Sweet Treat](#) in New York City's West Village. A few weeks later, Ross received an invitation from the [Rockefeller Center](#) to add a shop to the iconic building complex. "It was such a special moment for me, specifically because I'm an immigrant," she said. "So Rockefeller Center, when they come reaching out to you, you try to make it happen."

And that's what she did. "Don't get me wrong, it's been the best decision I've ever made, but it's still scary," she said. Since the fall of 2024, Ross's business venture has bloomed.

By Thanksgiving, Lil Sweet Treat had its Rockefeller Center location up and running, and two locations to its name. Now for her third store, Ross set her sights on Boston's

Newbury Street. The grand opening of Boston's Lil Sweet Treat is May 10.

Ross's candy is all imported, painstakingly selected, and high-end. She calls her buying process "rigorous and detailed." It involves a lot of research, sampling, and testing — evaluating each candy down to its scent— to ensure her shop has something for everyone. "Not everyone is going to like everything in the store, but I know there's something you will like because of our commitment to the high quality of products we carry."

Coming from a background in tech (she was previously head of commerce at an e-commerce startup), she also knows [the power of a trend](#). She saw the growing hype around imported candies, which she sources from countries across Europe: Sweden, France, Belgium, the Netherlands, Germany, and Greece.

The sweets (and sours) have flavors ranging from fruit to chocolate to cola to caramel.

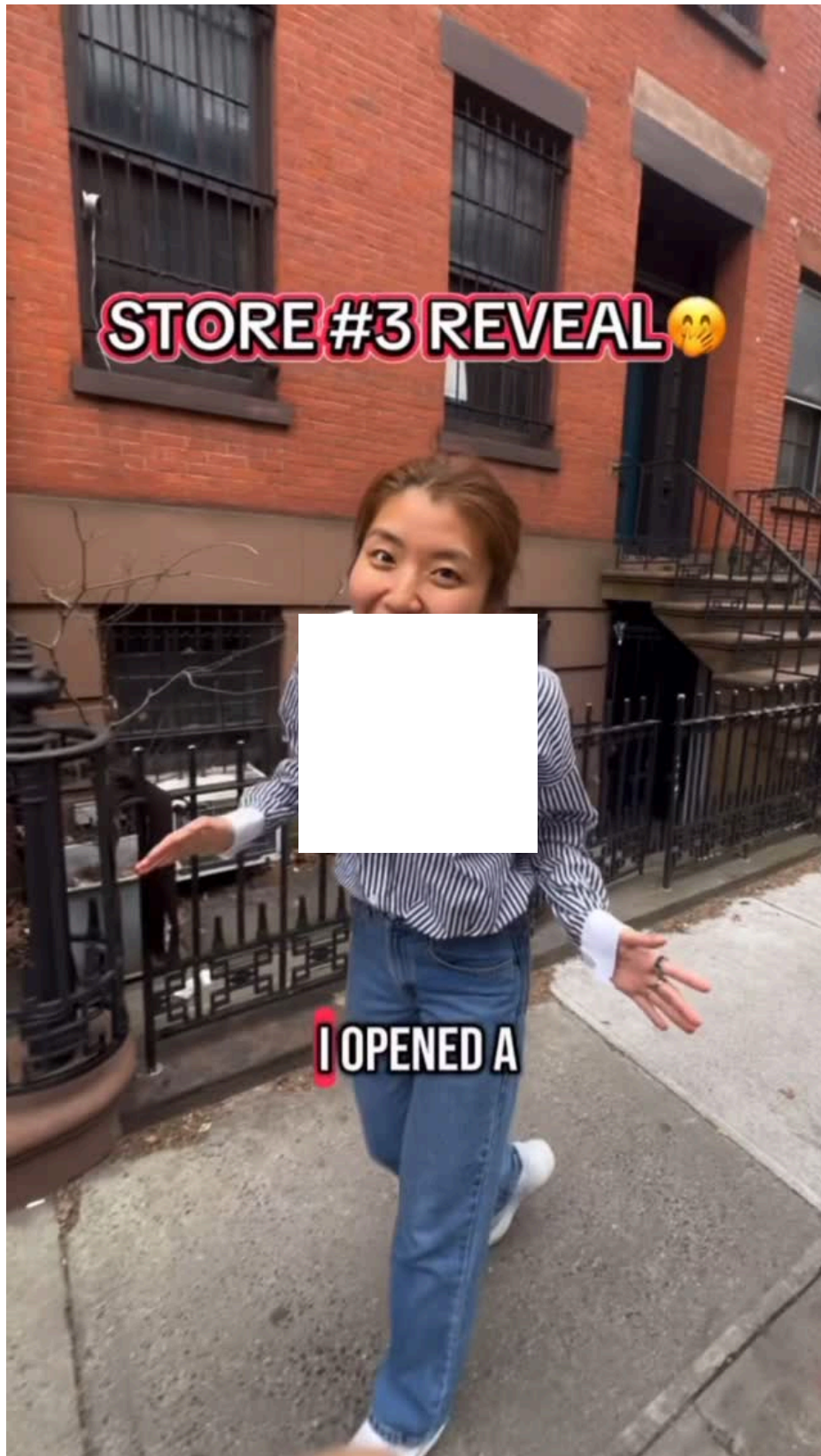
"To me, [it] signaled that people really wanted new textures and new flavors. They wanted to see and try things that they hadn't previously seen before," she said. "I felt really strongly about the fact that I could bring something new and unique from my perspective and what I'm passionate about."



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Even before Lil Sweet Treat, Ross knew she had to do something with her passion for unique goodies and world travel. “Anytime I would go somewhere new, I would go to gourmet stores, grocery stores, pretty much anywhere that I could get my hands on sweets and treats. I’d try everything, the best ones I’d bring back for friends and family. Seeing the pure joy on their faces was absolutely everything to me, and I really wanted to bottle that up and continue sharing with the larger community,” she said.

As a result, she’s quickly amassed devoted followers and customers, whom she endearingly refers to as her “candy connoisseurs.”

When she started her candy business, she made a commitment to herself. “I was going to post every single day on TikTok,” she said. “I did so in part to share my story of building Lil Sweet Treat, because I love founder stories. I think it’s so interesting to understand the trials and tribulations founders went through to found their businesses,” she said. “If during this process I could inspire someone else to follow their passions or whatever it is they want to accomplish and take that leap, then that was success to me.”



Her TikTok account (@ellybellyeats) has more than 34,000 followers, and her Instagram (@lil.sweet.treat) just passed 14,000. Her videos are down-to-earth, detailing her trajectory as a business owner, highlighting different products her store sells, and most recently documenting her preparation for the Boston Lil Sweet Treat location — renovating, decorating, and a weekly commute from NYC to Newbury Street. She said her

first videos typically pulled in a few thousand views, but now they can clock as many as 150,000.

The announcement of her Newbury Street store at the beginning of April garnered over 130,000 views [on TikTok](#) and 30,000 [on Instagram Reels](#), the comments flooded with happy Boston candy fans.

Ross said she picked Boston because of “the amount of times I’ve had Boston candy connoisseurs come up to me and say ‘you must open a shop in Boston.’ After I announced the opening of Boston on socials, the overpouring of love and support from our community... really solidified that we made the right decision.”

She kept things local for the decoration of her new shop, tapping Boston-based artist [Laurel Greenfield](#) to paint the signature candy mural.

“It’s very important to work with other female entrepreneurs, building their own businesses,” Ross said of her collaboration with Greenfield. “I always make it a point to work with someone who is taking their art full-time and gets the vision of what we want to accomplish at Lil Sweet Treat.”

Part of the vision is to sell international candy.



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Hundreds of people lined up for the grand opening of self-proclaimed candy connoisseur Elly Ross' [@lil.sweet.treat](#).

She shares how her travels inspired her to leave the tech industry and "spread that joy and excitement" through foreign candy. 🍬

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"We do not carry anything that's manufactured in the States. For us, it's really about, you know, if you want a classic American brand, there's definitely places to get [that]," she said.

Ross said the [uncertainty of international transactions](#) has been growing in recent months, especially for small business owners. Despite this, she said she and her team are

staying cautiously optimistic and communicating often with their overseas partners, doing their best to adapt.

“At this point, we’re working really diligently with our partners to maintain the same products that we’re currently able to provide,” she said. “We’re staying extremely vigilant and just monitoring the situation very closely because things can obviously turn extremely quickly.”

Lil Sweet Treat opens at 215 Newbury St. on May 10, 11 a.m.-10 p.m.

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