

# Kelly's Country Store pivots in pandemic to offer Easter chocolate to families

**BY MICHAEL J. BILLONI**  
Contributor

Easter preparation began, well, right after Christmas for the family behind Kelly's Country Store.

Kevin Kelly, his sister and co-owner, Maureen Knight, their mother, Deanna, his son, Adam – the business' fourth-generation member – and relatives began producing homemade chocolate and fudge in their "chocolate factory." It took three large kettles to fill more than 500 chocolate molds for their biggest holiday of the season – which wouldn't come until spring.

The Kellys opened their store in 1962. A fixture on Grand Island, the family also found success in Buffalo, where they operated two stands at the famous Broadway Market.

As they were preparing for

Easter, cancellations and restrictions began to be implemented statewide to slow the spread of COVID-19. On March 16, Buffalo Mayor Byron Brown announced the Broadway Market would remain open – but only for permanent tenants providing essential food items.

That didn't include Kelly's Country Store.

This left the four-generation, family-run business in a bind, to say the least.

"Oh my gosh, I could not believe what I was hearing. We have been at the Broadway Market for more than 30 years, and so many of our customers look forward to seeing us there," Kevin Kelly said as he related the bleak news about the Broadway Market, where more than 50% of holiday sales are recorded.



From left, inside Kelly's Country Store: Kevin Kelly, the second generation co-owner; his son, Adam, store manager; and his sister and co-owner, Maureen Knight.

**Wheels For Wishes**  
benefiting  
**Make-A-Wish®**  
Western New York

**Your Car Donations Matter NOW More Than Ever!**

- Free Vehicle Pick Up ANYWHERE
- 100% Tax Deductible
- We Accept Most Vehicles Running or Not
- Minimal To No Human Contact

**WheelsForWishes.org Call: (585)507-4822**

\* Car Donation Foundation d/b/a Wheels For Wishes. To learn more about our programs or financial information, call (213) 948-2000 or visit www.wheelsforwishes.org.

**W.N.Y. Awning Service**

**UP TO 25% OFF**  
Annual service costs for existing awnings.  
Find out how much you can save!

**CONTACT US**  
**716-777-0721**  
[www.wnyawningservice.com](http://www.wnyawningservice.com)

*W.N.Y. Awning Service*

**Personal friend of the Gecko.**

**Timothy C. Lynch | 716-832-3253**

7474 Transit Rd | Williamsville, NY 14221  
Across from Eastern Hills Mall

**GEICO**  
Local Office

Some discounts, coverages, payment plans and features are not available in all states. In GEICO companies, or in all situations. GEICO is a registered service mark of Government Employees Insurance Company, Washington, DC 20076; a Berkshire Hathaway Inc. subsidiary. © 2020 GEICO

**Stay Safe. Stay Healthy. Stay Grand Island Strong.**

**Aceti's Wine & Spirits**

**WE'RE ALL IN THIS together!**

We're still open 7 days a week!  
MON-SAT: 10am-8pm  
SUN: 12pm-8pm

**TO OUR VALUED CUSTOMERS:**  
THE ACETI'S FAMILY AND STAFF AT ACETI'S WINE & SPIRITS WANTS YOU TO KNOW THAT WE'RE TAKING EVERY PRECAUTION TO KEEP OUR VISITORS AND OUR STAFF SAFE FROM THE COVID-19 VIRUS.

WE HAVE IMPLEMENTED ADDITIONAL CLEANING + SANITIZING EFFORTS ALL THROUGHOUT THE DAY AND HAVE MARKED AREAS NEAR OUR REGISTERS TO ENSURE SAFE SOCIAL DISTANCING WHEN IN-STORE.

WE'D ALSO LIKE TO REMIND YOU THAT WE STILL OFFER PRE-PAID FREE DELIVERY IN GRAND ISLAND AND HAVE RECENTLY ADDED PRE-PAID CURB-SIDE PICKUP TO FURTHER SERVE AND PROTECT OUR CUSTOMERS.

WE'RE ALL IN THIS TOGETHER, AND WE'RE HERE FOR YOU. STAY SAFE. STAY HEALTHY. STAY GRAND ISLAND STRONG.

**SAM + KIM ACETI** Must be 21 or over. Proper ID required. Min. \$15 order for free delivery please. Driver tips appreciated.

**Mix it, Shake it, Taste it!**  
**STIR CRAZY GARIBALDI**

INGREDIENTS  
1.5 oz. Campari or other apéritif  
Fresh Orange Juice

HOW TO MIX  
Add 2 ice cubes to glass. Add apéritif and orange juice. Stir well to combine. Add 1 more ice cube and fill remainder of glass with orange juice. Garnish with orange wedge

**You Can Count on the Store that Saves You More.**

## UPDATE

Since this news broke last weekend at [www.wnypapers.com](http://www.wnypapers.com), Kelly's County Store has been overwhelmed with online and telephone orders.

The nearly 60-years-old, four-generation family business now will only accept online orders at [www.kellyscountrystore.com](http://www.kellyscountrystore.com) until very early Saturday morning. Customers can continue to place phone orders by calling 773-0003.

The store, located at 3121 Grand Island Blvd., is open until 9 p.m. Friday and from 9 a.m. to 9 p.m. Saturday.

The family plans to collapse for a well-deserved rest on Easter Sunday.

"We cannot thank our loyal customers enough, especially so many of them on Grand Island for supporting us when we initially thought we would lose everything we had been making since Christmas," said Kevin Kelly, whose grandparents Walter and Grace, and his dad, Michael, opened this holiday destination in 1962.

from each other. Staffers also will wear gloves.

Sadly, the Easter Bunny will not be available for pictures this year.

"Our hearts go out to everyone who has been affected by this horrible pandemic, or has suffered a job loss or, worse, has been forced to close their business because of it," Kevin Kelly said. "We can only hope and pray this comes to an end quickly, and it is our goal to help families continue a lifetime tra-

dition of enjoying homemade Easter candy during what will certainly be a different Easter Sunday for everyone."

•The Broadway Market, meanwhile, is open from 8 a.m. to 5 p.m. Monday through Saturday, with items available from Babcia Pierogi, Camellia Meats, Chrusciki Bakery, Lewandowski Produce, Lupas Meats, Pierogi by Paula, Potts Deli and We R Nuts. Store hours extend to 6 p.m. April 6-11.

**CROSS RIVER**  
TABERNACLE

**Easter Sunday Service**  
WATCH LIVE AT 10:00 AM  
[facebook.com/CrossRiverTabernacle](https://facebook.com/CrossRiverTabernacle)  
or listen live at [mixlr.com/crossriver](https://mixlr.com/crossriver)  
Pastor Mike Chorey