

# Hibbard's: New flavors, new merch for patrons to enjoy



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In recent years, Hibbard's has staged its own college basketball-inspired bracket to select the most popular custard.

"The new champ has been crowned – it is a different flavor," Buchner said. "Black raspberry won this year."

He explained black raspberry "is the third flavor we ever came out with" (following, of course, chocolate and vanilla).

"It's unlike most any other black raspberry. It's just a pure black raspberry explosion."

Another popular entrant in the taste tournament was "Cookie Monster."

"It is vanilla custard dyed blue," he said. "And then it

has cookie dough pieces and crushed Oreos."

Hibbard's continues to be popular with patrons year after year because, "In a word, it's quality," Buchner said. "It's consistency. It's always the same product. You have butter pecan today, you have butter pecan in September – it's gonna be the same, because we're very consistent in how we make it. It's a quality product. We make it essentially the same way we did in 1939."

The more people arrived at Hibbard's on Monday, the more the temperature rose.

Now that spring is, well, springing, Buchner said crowds will be quick to assemble at Hibbard's.

"People are out – they're traveling more again; they want to get

out; they don't want to be sitting home," he said. "It's just a great place to come, sit down, before you go to Artpark for a concert, or after you go to one of the local restaurants – whichever you tend to choose. You decide you want to come here for dessert. There's always something. We're popular after a baseball game, or a soccer game, or practice."

In addition to its world-famous, Barenaked Ladies-endorsed custard, Hibbard's serve Perry's Ice Cream.

Niagara River Region Chamber of Commerce President Jennifer Pauly said, "While the calendar gives us a date for the start of spring, everyone knows that spring really starts when Hibbard's Custard opens! It gives us

hope for those hot, summer days coming up!

Hibbard's is part of the Village of Lewiston's identity. Customers come from all over Western New York and beyond to treat themselves to the homemade custard recipe that has been popular for decades and decades. Visitors often come to the Welcome Center wanting to know where they can find the custard, and are so happy to find out it's a short walk from our office."

Hibbard's Original Frozen Custard is open from 11 a.m. to 9 p.m. daily at 105 Portage Road, right across from the Tuscarora Heroes and "Circle of Honor" monuments. Visit online at [www.hibbardscustard.com](http://www.hibbardscustard.com).

## Summit Mall site plans will need approval from municipal boards

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staple of NISE with indoor batting cages – will be expanded, while sports like soccer, field hockey and lacrosse will get space.

Many of the roughly 75 in attendance showed up to offer support for the project. Those living on nearby streets who voiced positivity said they were tired of looking at the former mall building that is showing its age and lack of use.

Others focused on the opportunities the facility offers, especially in rough winter months fresh in the public's mind after a particularly rough season the area is starting to emerge from.

"As a coach and as a father ... this facility will give our children

a step up in order to excel," Jordan Kinney said in addressing the Planning Board. The next closest facility like this is out in Elma, and that's showing its age.

"In the last 30 years, Niagara Falls and the surrounding areas have become dilapidated. Ten years from now, 15 years from now, 50 years from now, our kids are going to be the ones left. They're going to be here and we're not. Let's make sure they have something to be proud of."

Sentiment toward the project wasn't exclusively positive, though. Samuel Cireto, who lives on Plaza Drive directly across from where the two domes would be built, had multiple exchanges



with developers and the public regarding his home.

He questioned the placement of the domes so close to the street, whether they needed to be at the backside of the mall, and even if they needed to be there at all. He suggested alternative spaces for such facilities like near Niagara Wheatfield High School.

Cireto claimed his view of the night sky from his house would be obstructed by the two tall structures, and even engaged with another member of the public sarcastically regarding selling his property to get out before his view changed.

Ultimately, the project will need not just Planning Board approval,



but also Zoning Board of Appeals go-ahead regarding the height, before it goes before the Wheatfield Town Board. Leadership did

not give any indication on when any of this may take place.

However, materials related to this application, including any drawings as part of the presentation Wednesday, are available for public inspection at the Wheatfield Building Department office located in the lower level of Town Hall, 2800 Church Road.

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