



Bill & Kay Whilden behind the candy counter (above); Chocolate covered caramel apple (right)-

photo by Chris Fritchie

## Rocky Mountain Candy Couple Find Their Sweet Spot

By Jennifer Nelson

“PEOPLE EAT CHOCOLATES when they’re happy. They eat chocolates when they’re sad. They eat chocolates when they’re mad.”

This may sound like a Dr. Seuss rhyme but they are actually the words of Kay Whilden of the Rocky Mountain Chocolate Factory in Frisco, who co-owns the franchise with her husband Bill. Regarding the mouth-watering delight most everyone loves, she says, “People just enjoy good chocolates. It’s one of their favorite things.”

It is definitely one of the Whilden’s favorite things, especially considering they’ve already come out of retirement twice to go into the chocolate business. After working for many years in the confectionary brokerage industry, Mr. and Mrs. Whilden decided it was time to sell their business and retire.

But soon they began noticing Rocky Mountain Chocolate Factory’s franchises and before they knew it they were back

in the working world as owners of one of the candy stores in the Gainesville Factory Shops in Gainesville, TX. The Whilden’s say starting that store, which they opened in 1995, took hard work but went pretty smoothly. The steady stream of business from mall shoppers was a tremendous blessing. “We enjoyed the work and did it well,” remembers Mr. Whilden. “It was good to us. Then we sold it and retired for the second time.”

### BACK TO BUSINESS – AND FUN

After just a short while, Mr. and Mrs. Whilden both felt the itch to start again. So, in 2003 they opened their current location at Preston and Gaylord in the Shafer Plaza at Preston Ridge. “We got back into it because we missed it and had fun doing it,” explains Mr. Whilden.

When asked what they enjoy most about owning this business, the couple agrees that the interaction with the customers often

makes their day. “I had a younger boy in the store who was buying chocolates for his girlfriend because it was her birthday,” says Mrs. Whilden. “So when we got through choosing the chocolates, we had enough to fill three boxes, so I suggested we make a tower and then tie it with a ribbon. I enjoy doing things like that – talking to people and helping them out.”

### A FEW OF THEIR FAVORITE THINGS

Out of all of the treats they make, Mrs. Whilden admits that the caramel apples are her favorite items to create. Mr. Whilden actually dips the apples in the caramel and rolls them in the nuts first. Then his wife adds the various other candy or chocolate coatings.

Mrs. Whilden has even created her own designs and combinations. One design came about when a woman needed 65 apples for a teacher appreciation luncheon at an elementary school. She wanted



the apples to have both white and milk chocolate on them in a certain order, so Mrs. Whilden designed the apple just for the event. "She wanted 65 of them so we packed them in boxes and tied bows on them in colors she requested," explains Mrs. Whilden. "And it wasn't long before people came in asking for the apples that were served at the teacher luncheon. So we call it 'The Teacher.' "

Mr. Whilden's task du jour is the divinity, which he believes is the best in the world – although he admits he enjoys making this treat because the process is so simple. "Everybody's grandmother made it and they worked hard to make it. And they couldn't make it if the humidity was too high, but I can make it in a thunderstorm and it turns out perfect each time," he exclaims, with a chuckle. "And I do challenge people to see if it's the best in the world. Most agree that it really is the best, and once in a while someone will say, 'Well my grandmother's was better but yours is good'. And I'll say, 'Well, your grandmother's was better but mine's easier to make!'"

Will they ever truly retire? Someday, maybe, but for now they just enjoy running the franchise as if it were a mom-and-pop shop. Of course their success doesn't hurt either. They now have the highest average sales of all the Rocky Mountain franchises. It's easy to see why – when you're greeted with the enticing aroma of milk chocolate and the friendly, familiar faces of Bill and Kay Whilden, who wouldn't want to return as often as possible for one of their sweet treats?

*Jennifer Nelson is a freelance writer who lives in Frisco.*

Finally, a great color and cut at a great price!

# HAIR HAVEN

8801 Main St. Ste B  
Frisco, Texas 75034  
**972.377.9502**

Keeping Frisco Beautiful One Person at a Time for Over 20 Years  
**PAUL MITCHELL FOCUS SALON**  
PROFESSIONAL PRODUCTS & SERVICES FOR THE ENTIRE FAMILY  
Walk-Ins Welcome • Appointments Appreciated

[www.hairhavensalon.com](http://www.hairhavensalon.com)

**L&H LOUGHMILLER + HIGGINS**  
ATTORNEYS AT LAW

Now in Craig Ranch

**BRIAN S. LOUGHMILLER**  
Board Certified, Family Law & Civil Trial  
Texas Board of Legal Specialization

**J. ERIC HIGGINS**  
Attorney At Law

**MICHELLA K. MELTON**  
Attorney At Law

**DAVID WASSERMAN**  
Attorney At Law

**FAMILY LAW SPECIALISTS**

PERSONAL INJURY ♦ WRONGFUL DEATH ♦ COLLABORATIVE LAW  
ESTATE PLANNING & PROBATE ♦ BUSINESS LAW ♦ CIVIL LITIGATION

The attorneys of Loughmiller Higgins provide representation with the integrity, compassion, and skill necessary to advance the objectives of their clients.

972.529.5554 ♦ [WWW.LOUGHMILLERHIGGINS.COM](http://WWW.LOUGHMILLERHIGGINS.COM)  
6401 S. CUSTER ROAD, STE. 2000 ♦ MCKINNEY, TEXAS 75070

**Cardiac Center of Texas PA**  
[www.CardiacCenterOfTexas.com](http://www.CardiacCenterOfTexas.com)

**They'll look at your legs for a whole new reason**

**Eliminate varicose veins with EVLT®**

- 45-minute procedure
- No scarring
- No general anesthesia or hospitalization
- Immediate return to your daily routine
- Covered by most insurance carriers

**Other services available:**

**FREE**  
Varicose vein screening available by appointment for qualified patient

**Before EVLT®**      **After EVLT®**

**M. Akram Khan, MD, FACC, FSCAI**  
**M. Zaim Nawaz, MD, FACC**

4201 Medical Center Dr., Suite # 380, | 2595 Dallas Parkway, Suite # 410, | Tel: (972) 529-6939 | [www.CCTMD.com](http://www.CCTMD.com)  
McKinney, TX 75069 | Frisco, TX 75034

Diomed and EVLT are registered trademarks of DIOMED, Inc. VeinViewer is a trademark of Luminex. Pp/1312 Issue 1 Photos courtesy of Robert Min MD, Cornell Vascular, New York.