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South Bay Shop Filled With Sweet Treats

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If you haven't cruised through Otay Lakes lately, you are in for a shock. Pastures have been replaced with plaster. These gentle rolling hills have been gentrified, seemingly overnight. New neighbors can't live by homeowner's fees alone -- they must have sweets. That's why Allen Haber and his wife opened The Tretery. "What we've done here is basically taken everything that we've enjoyed as far as treats are concerned and combined it into one building," Allen said. The Tretery is half ice cream shop, with decadent delights like The Heavenly Road -- rocky road ice cream, hot fudge, crushed Oreos, whipped cream, nuts and a cherry -- served as a vertical sundae. It's also half candy store. "We have a 22-foot linear wall of candies," Allen said. "It has 300-plus gourmet candies." In addition to the designer M&Ms, there are old school sweets as well. The electric train that circles the shop will also remind you of simpler times. "When people ask us what we do, we don't sell ice cream, we sell memories," Allen said. "We sell happiness here." Allan's commitment to the community has earned his shop the Small Business of the Year Award. In the middle of South Bay's newest neighborhood, The Tretery has already established itself as the sweet spot. **The Tretery 1392 East Palomar St. #405 Chula Vista, CA 91913 (619) 946-7976**

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