



Sweet Moses Soda Fountain & Treat Shop sets Saturday grand opening in Gordon Square

Published: Tuesday, March 22, 2011, 10:59 AM Updated: Tuesday, March 22, 2011, 11:19 AM



By **Joe Crea, The Plain Dealer**

New enterprises keep adding to the unfolding tapestry of the **Gordon Square Arts District**. And it's especially cool that the latest opening brings something sweet to the mix.

Sweet Moses Soda Fountain & Treat Shop, 6800 Detroit Ave., Cleveland, is holding its grand opening Saturday. And it is just the right addition to Gordon Square. Vanilla-colored walls hung with vintage posters and oversize postcards, handsomely restored booths and dozens of other old-time touches -- including a vintage root-beer barrel and a grand 1940s-era Bastion-Blessings soda fountain fronted by a 16-foot marble counter -- lend a welcoming throwback feeling to the place.



"I really wanted to create an experience here, and I knew the feeling I wanted guests to take away -- a multigenerational experience," says **Jeff Moreau**, who operates Sweet Moses with his wife, **Ellen**.

"I want people to walk in here and feel glad that it's in the neighborhood, happy that it's in the city," says Moreau, a veteran of the advertising business who wanted to try his hand at something different. "I want my 83-year-old mother to walk in with her friends and say 'Wow, this reminds me of my childhood,' but also have a 20-year-old appreciate the fact that it's cool, it's not a chain and it's not in a 'lifestyle center.' It's something that a lot of them will be experiencing for the first time."

With treats like these, there should be plenty of smiles and memories in the making. House-made classic flavors of ice cream, cookies, brownies and chocolates -- barks, fudges and filled "cups" -- made with

Belgian dark, milk and white chocolate are among the treats. By the way, don't miss the great white cheddar popcorn and caramel corn.

Those confections and others were showcased during a pre-opening party this past weekend. Guests were invited to sample traditional fountain fare that shares names with area landmarks, such as the **Gordon Square** (a large homemade brownie topped with house-made Bananas Foster ice cream, hot fudge and warm homemade real-butter caramel), the **Shoreway Sundae** (hot fudge-topped coffee ice cream showered with almonds and toffee pieces) and the \$25 **Terminal Tower** (a scoop of each of Sweet Moses' 10 classic flavors, draped in a landslide of marshmallow cream, hot fudge, warm caramel, pecans, candy sprinkles and cherries).

The Moreaus intend to eventually maintain late closing hours, making the shop a stop for after-theatergoers and others who "want something sweet but don't want to eat it out of a cup in a parking lot," Jeff says. If you want a sneak peek before Saturday, the shop will be open noon to 9 p.m. through Thursday, and noon to 5 p.m. Friday. 216-651-2202.

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