

SUGAR RUSH

WE'RE POSITIVELY ADDICTED. THESE CONFECTIONERS, BAKERS AND OVERALL MAGIC MAKERS ARE DEALING THE MOST DELECTABLE SWEETS IN TOWN. BY KELLY SMITH WEAVER. PHOTOGRAPHY CESAR RAMIREZ.



DEMAND HIS SUPPLY

An overnight sensation when he launched **Wackym's Kitchen** in 2008, **Paul Wackym** is the quintessential Renaissance man — designer, luxury retail gourmand, epicurean and cookie maker. Widely known for the Margarita cookie (a sweet/savory tale of buttery crunch, fresh lime zest and sea salt), he's constantly adding original, artisanal recipes to his arsenal. A believer in the power of a grassroots business model, Wackym is an advocate for keeping it real and local; he still works the Coppell Farmers Market every Saturday. "It's like having a weekly test lab that helps me keep a strong,

loyal customer base by understanding what resonates with people," he says. Currently in development is a vanilla snickerdoodle cookie, as well as a chocolate version with a cinnamon-slash-cayenne finish. *At Celebration Market, Central Market, Good 2 Go Taco, Green Spot Market and Jimmy's Food Store; wackymskitchen.com.*