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Nestled in the corner of Lombardy and Leigh lies a Richmond, Virginia treasure disguised inside a modest yet homely “shack.” A beacon of sweet bliss to locals and tourists alike- Sugar Shack Donuts is an iconic destination for the foodie, coffee-lover and Richmond resident with a serious sweet tooth and a few dollars to spare.

Sugar Shack Donuts is incomparable to the Dunkin Donuts down the block, or even the Krispy Kreme. The singularity and notoriety in Sugar Shack is evident in beyond just the fluffy golden dough and the one-of-a-kind flavors. Through word of mouth and interaction with the surrounding community, this donut shop has become a neighborhood destination where all are welcome.

Founder Ian Kelley, 29, held a job as a chef before deciding to pursue his passion in gourmet donuts and giving back to the community. Kelley was in Style Weekly’s Top 40 under 40 in 2014, and there is no contest in him earning that spot. Kelley donates a percentage of the income of his wildly successful business to the reconstruction of a local elementary school, Carver Elementary, as well as offering free donuts in exchange for canned goods which are donated to FeedMore, a non-profit food bank which serves Central Virginia. Previously, the company has ran in conjunction with Amy Black for the Pink Ink Fund, which helps breast-cancer survivors pay for post-mastectomy tattoos- Sugar Shack contributed \$18,000 to the cause.

Community engagement is a large factor in the success of the company. With daily donut giveaways and thousands of followers on social networks such as Facebook, Twitter and Instagram, the donut shop is not an isolated part of the community.

As part of their business plan, the donut shop has partnered up with various restaurants and startup businesses around Richmond for new and collaborative products. The shop sells Blue Bee Cider Cake doughnuts on the weekends, made with Macheater’s apple cider. Magpie in Carver sells bread pudding on Sunday’s made with donuts from Sugar Shack. The donut shop even donates donuts to organizations’ events at VCU - all part of their dedication to giving back to the community.

The restaurant's success is evident to the community, but also in the bakery’s sales. On an average day, the donut shop sells between 4,000-5,000 donuts - with numerous days that the shop has to close down due to selling all the donuts in stock. Since its inception in June of 2013, Sugar Shack has been rated as one of the best donut shops in America by USA Today, a top 50 attraction of Richmond by Trip Advisor and now has locations nationally including one in Arlington, Virginia and Cocoa Beach, Florida. The company also is planning to open stores in Charlottesville, Fredericksburg and Midlothian.