



The Stuckey's Comeback Journey: Lessons on Resilience



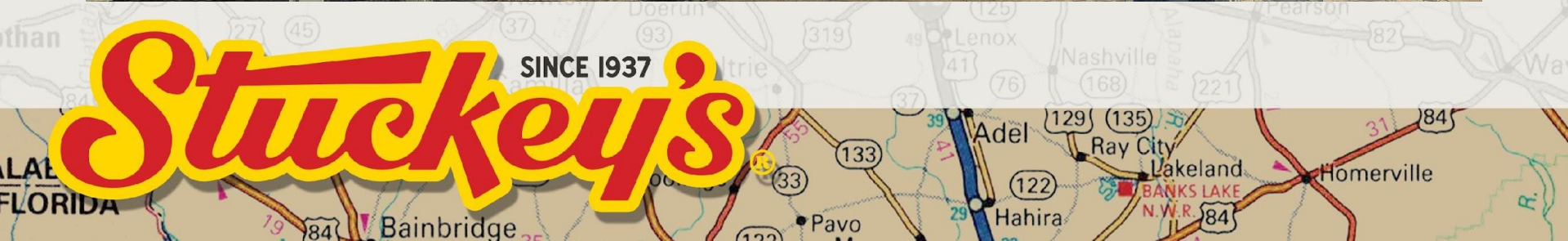


**And
Now...**





SINCE 1937
Stuckey's





XXX
ADULT WORLD

OPEN
24
HOURS

ADULT
WORLD

The Atlanta Journal-Constitution

Heiress drives family's legacy, Stuckey's, on the road to revival



Caption

LIFE

By Dana Shemesh, For the AJC

May 16, 2021

Stephanie Stuckey is breathing new life into the family namesake brand, one Stuckey's at a time

SINCE 1937

Stuckey's

My "inheritance"



Stuckey's SINCE 1937 [®]

Stuckey's

PECANS • CANDIES • GIFTS





“You’ve never even run a lemonade stand...
What makes you think you can run Stuckey’s?”





SINCE 1937
Stuckey's





FINE PECAN CANDIES
JELLIES AND MARMALADES

GEORGIA HAMS
GIFTS AND SOUVENIRS

Stuckey's®
SINCE 1937

The War Years: 1941 to 1945



SINCE 1937

Stuckey's



Stuckey's SINCE 1937

Stuckey's FINE PECAN CANDIES *Healthful*

16 LOCATIONS TO SERVE YOU

- U. S. 41—Sunnyside, Georgia
- U. S. 41—Acworth, Georgia
- U. S. 1—St. Augustine, Florida
- U. S. 1—Hilliard, Florida
- U. S. 17—Kingsland, Georgia
- U. S. 41—South Pittsburg, Tennessee
- U. S. 301—Statesboro, Georgia
- U. S. 41—Unadilla, Georgia
- U. S. 19—Fanning Springs, Florida
- U. S. 301—Summerton, South Carolina

- U. S. 301—Petersburg, Virginia
- U. S. 1—Aiken, South Carolina
- U. S. 341 & 23—Eastman, Georgia "THE HOME OF STUCKEY'S"
- U. S. 17—Richmond Hill, Georgia
- U. S. 41—White Springs, Florida
- U. S. 23—Tallahul Falls, Georgia

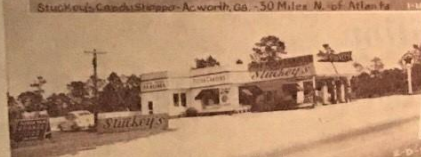
Mail Orders Shipped Promptly. Makers of the famous Maple Pecan Praline and the largest selection of Pecan Candies in the South. Clean Rest Rooms, Ice Water, Gas and Oil, Tourist Information, Gifts, Souvenirs, Tropical Jellies and Marmalades.



Stuckey's Candy Shoppe - U.S. 41 - Sunnyside, Ga. - 8 Miles N. of Griffin



Stuckey's Candy Shoppe - Acworth, Ga. - 50 Miles N. of Atlanta



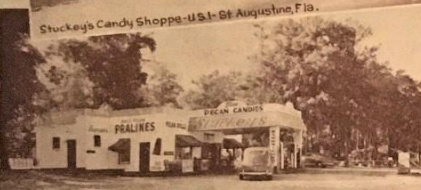
Stuckey's Candy Shoppe - U.S. 1 - St. Augustine, Fla.



Stuckey's At Intersection U.S. 72 & 41 - 4 Miles West of Jasper, Ga.



Stuckey's Candy Shoppe - U.S. 301 - Statesboro, Ga. - 8 Miles S. of Statesboro



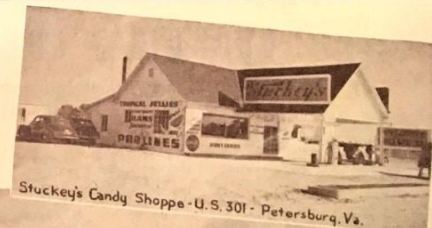
Stuckey's Candy Shoppe - U.S. 1 - Hilliard, Fla.



Stuckey's Candy Shoppe - U.S. 17 - Kingsland, Ga.



Stuckey's Candy Shoppe - U.S. 41 - Unadilla, Ga.



Stuckey's Candy Shoppe - U.S. 301 - Petersburg, Va.



Stuckey's Candy Shoppe - U.S. 1 - Aiken, S.C.



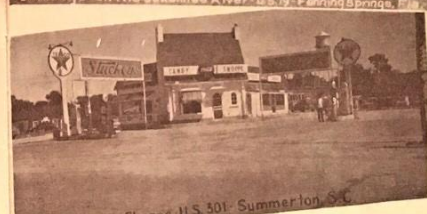
Stuckey's Candy Shoppe - U.S. 17 - Richmond Hill, Ga.



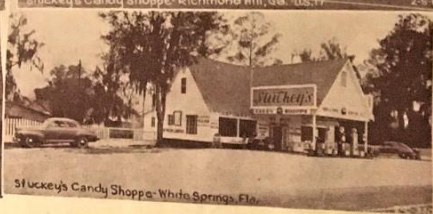
Stuckey's - On The Suwannee River - U.S. 19 - Fanning Springs, Fla.



Stuckey's Candy Shoppe - Richmond Hill, Ga. - U.S. 17



Stuckey's Candy Shoppe - U.S. 301 - Summerton, S.C.



Stuckey's Candy Shoppe - White Springs, Fla.

MAIL ORDERS GIVEN SPECIAL ATTENTION

WRITE FOR ILLUSTRATED MAIL ORDER CATALOG

Stuckey's

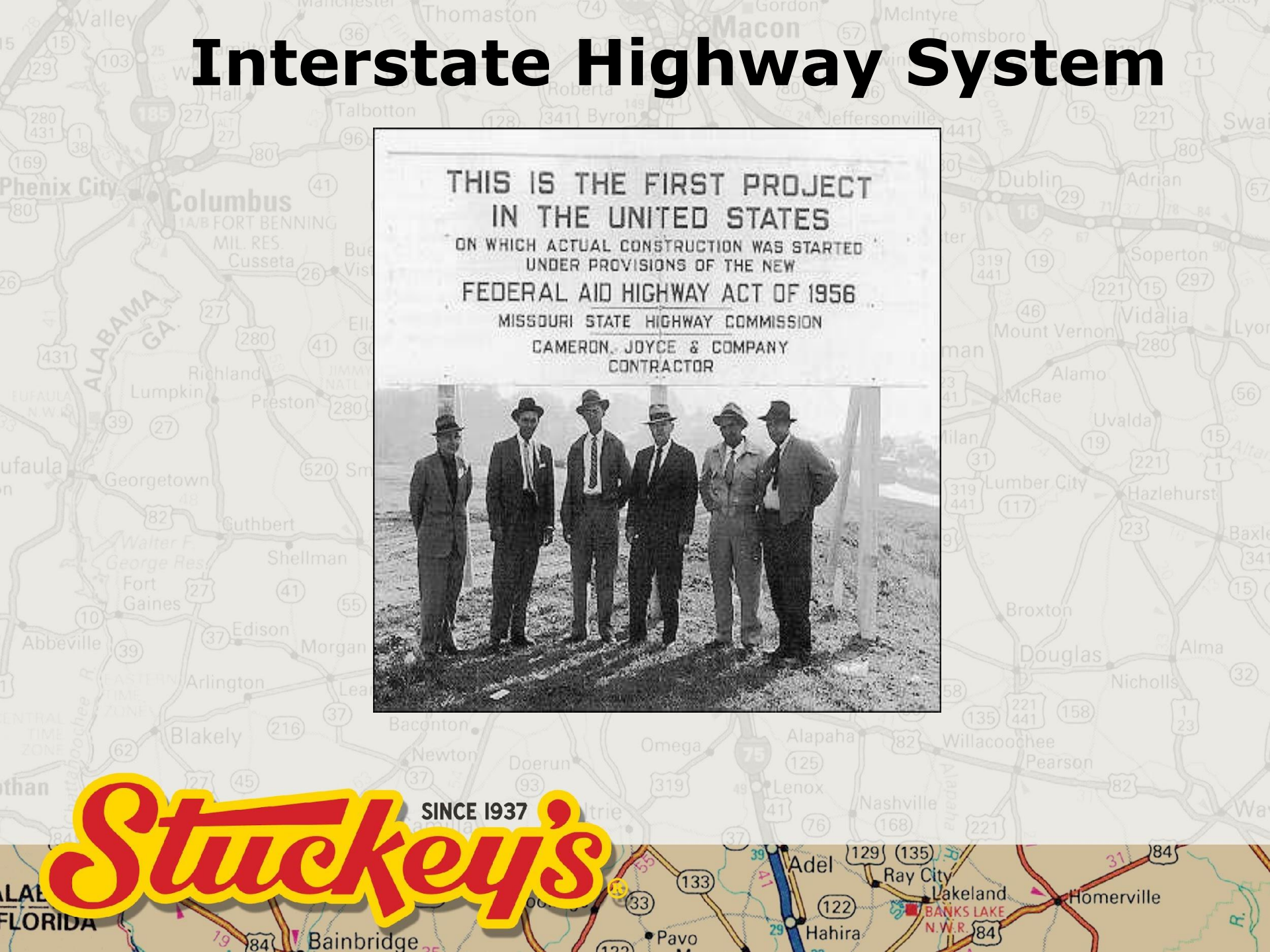
SINCE 1937



Interstate Highway System



Stuckey's
SINCE 1937



Traveling On Beautiful Interstate 70



SINCE 1937
Stuckey's



“Every Traveler is a Friend”



Stuckey's SINCE 1937 [®]

Lessons from My Grandfather

- Don't be afraid to pivot
- Embrace Change
- Have a sense of purpose



Stuckey's SINCE 1937

The Unexpected CEO



Stuckey's®
SINCE 1937

Road Trip!



Stuckey's SINCE 1937 [®]



Stuckey's

\$1.50 OFF 2 PK'S

Country Store
PARKING



Stuckey's SINCE 1937 [®]



**“Maybe Stuckey’s
is a fixer upper,
but so am I.
And so is this
country.”**

“Come to Jesus” Moment

1. I bought a brand, not a business
2. I needed to embrace change & pivot
3. Respect the past, but don't live in it



Stuckey's®

The Nutty Secret to our Success

FOOD PROCESSING

From the Georgia Guide 2021

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Georgia Has A Sweet Tooth For Food Processing

Stuckey's buys a pecan candy maker and joins a cadre of bullish investors.



Stuckey's SINCE 1937 [®]

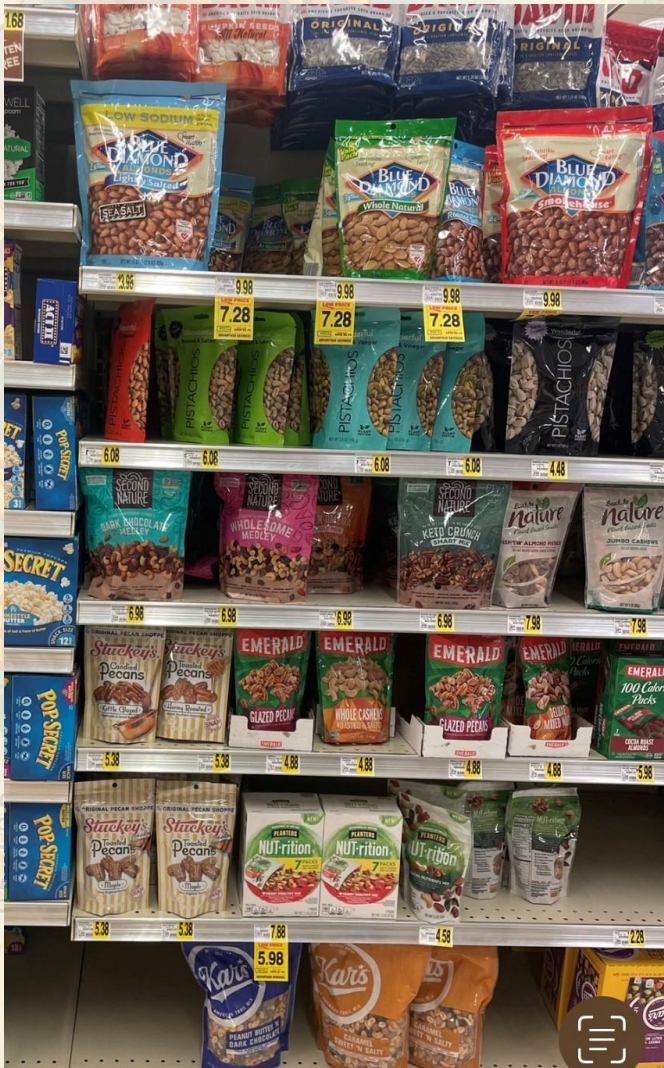
Stuckey's

SINCE 1937

Yes Pe-can!



C-Store & Grocery Channels



Stuckey's SINCE 1937

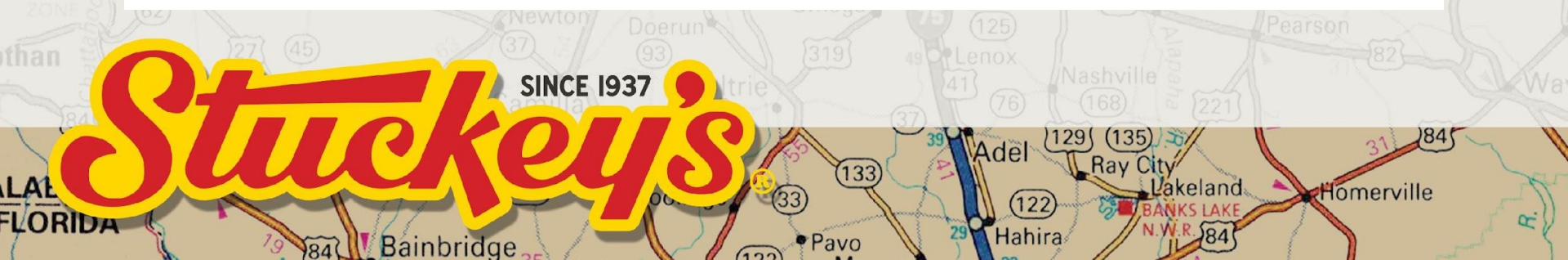


Stephanie Stuckey outside a Stuckey's in Mappsville, Va. She bought the franchise that bears her family name in 2019. Kristen Zeis for The New York Times

The Pralines, Pecan Log Rolls and Nostalgia Fueling the Stuckey's Revival

The pandemic reinvigorated car travel and, with it, the market for snacks and Americana. Will it last?

SINCE 1937
Stuckey's





The Entrepreneurial Journey is about being alone together



Stuckey's SINCE 1937 [®]

Stuckey's®
SINCE 1937

**“Maybe I can’t run a lemonade stand,
but I can run Stuckey’s.”**





Stuckey's SINCE 1937 [®]

**Questions?
Comments?**

VISIT US!

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sstuckey@stuckeys.com

