

Retailing

Society Hill native returns to open boutique and bring Koffmeyer's cookies back to Philadelphia



The Sam Shaw Treatery is located at 306 South St.

SAMANTHA SHAW



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As a child, Samantha Shaw would spill out of St. Peter's School in Society Hill and into Koffmeyer's Old Fashion Cookies a few hundred feet away at the corner of 2nd and Lombard streets. When Shaw returned to her old neighborhood after the Covid-19 pandemic disrupted her career as a tennis executive, she noticed a void.

Koffmeyer's moved from its longtime Head House Square location to Havertown in 2011, but Shaw also noticed the contrast between modern day South Street and the [once-bustling version](#) she roamed as a kid.

Now, Shaw is opening her own neighborhood business, Sam Shaw's Treatery. The boutique opens on Jan. 26 at 306 South St. and will bring the famed Koffmeyer's cookies back to Philadelphia proper, along with a diverse selection of products crafted around the world. Shaw wants her shop to be part of a resurgence on South Street in the coming years.

"When you grow up in a community that you love, you want it to survive and thrive," Shaw said. "That was so important to me because of the hits that South Street has taken. So if I can spark another business, if I can spark another female business owner, or male, I honestly just want South Street to thrive."

Shaw previously worked as a senior vice president of operations for World TeamTennis under tennis legend and league co-founder [Billie Jean King](#). The job took her around the world and, in her travels, she collected gifts from the countries and states she visited. When the pandemic put her at a career crossroads, she was left with a built-up inventory of products unique to their native countries that she wanted to share with her neighborhood.



Samantha Shaw was previously an executive with World TeamTennis.

SAM SHAW

Shaw's Treatery is selling items including placemats from France, artisan oils from upstate New York, bamboo bowls from Vietnam and pottery from South Africa.

A store that sold unique international products like the ones Shaw collected in her travels was missing from the South Street retail corridor, she said while rattling off all of the shops she used to walk by as a kid.

But it was Koffmeyer's, and the craving she found her parents and childhood friends still have for the fresh-baked cookies, that inspired her to explore opening her own wide-ranging boutique. Now, in a storefront located kitty-corner from where Koffmeyer's left its mark, Shaw will bring the cookies back to Society Hill, still just around the corner from St. Peter's.

"To find a location that was literally a block from [the old shop], not even, was so crucial to me," Shaw said. "That was so important to me and to my friends, to keep that tradition going."



A display of the products inside Sam Shaw's Treatery.

JENNIFER SLOBOTKIN

Shaw pitched the idea to Koffmeyer's owner Bruce Koffler, who she said has been one of her biggest supporters. Koffmeyer's is supplying her with the original-recipe dough, which she will drop in an in-house convection oven to freshly bake the cookies each day.

The cookies cost \$14.99 a pound, which is about 20-25 cookies, and the other products range from \$16 for soap dishes and sushi plates to \$100 for a salad bowl.

Shaw said that the total buildout cost to this point has been close to six figures, but she sees it as an investment in her childhood community.

"There were so many vacancies prior to Covid, businesses were shutting down," Shaw said about South Street. "The space that I am in has been vacant well before Covid and it's sad and depressing. I remember when South Street was booming, and I hope and it is my goal and through my vision that this will spark new businesses that are unique to the city, that haven't been in South Street."

Shaw said she "has to pinch herself" as she walks into the brightly covered storefront every day to prep for its opening. It was a risk switching careers, but she steadies herself with a lesson from her old boss.

"[Billie Jean King](#), one of her favorite quotes is 'pressure is a privilege,'" Shaw said. "You know what it really is? I'll take the pressure any day of the week."