Pecan Jacks to Open New Panama City Beach Store and Franchise Training Facility in October

Expanded location will showcase the brand's latest design as Pecan Jacks grows across 10 states

PANAMA CITY BEACH FLORIDA, FL, UNITED STATES, September 29, 2026 /EINPresswire.com/ -- Pecan Jacks will open a new corporate image and training store this October at the Vintage Lake Powell development, 24202 PCB Parkway, Suite 3, Panama City Beach, FL 32413. The opening comes as the ice cream and candy brand expands across 10 states.

The new store will bring Pecan Jacks' latest design to a space of more than 1,400 square feet, up from approximately 900 square feet at its original Florida location. Guests will have more room to enjoy the brand's ice cream and handcrafted sweets, while future franchisees can experience a working example of the Pecan Jacks store they could bring to their own communities.

"Opening this store is an exciting step for our guests and for the people building the future of Pecan Jacks with us," said Veronica "Ronnie" Wyatt, co-founder and chief operating officer. "As we grow across 10 states, it's important for future franchisees to walk into a store and see what Pecan Jacks could look and feel like in their community. We want them to experience the design, the products, and the way we welcome every guest."

The Panama City Beach location will also serve as the training and development facility for Pecan Jacks Franchising. Franchisees will train in the store, learning how the team prepares products and creates the guest experience. A taste lab will give the Pecan Jacks team a place to develop new ice cream and candy flavors.

"This new space brings so much of what we love about Pecan Jacks together under one roof," Wyatt added. "We can welcome guests, help franchisees prepare to open their stores and keep creating new flavors for people to discover."

The opening marks a transition for Pecan Jacks' original Florida store in Santa Rosa Beach on

30A. After 10 summers, that location will close following a change in ownership of the building it occupies.

“We’re grateful to everyone who made our Santa Rosa Beach store part of their summers,” said Tim Wyatt, co-founder and vice president. “We look forward to carrying that same warmth into a larger space where guests can make new memories with us.”

For Pecan Jacks, the new store is also an investment in the support behind its expansion. It will give franchisees a place to learn from the team, see the latest store design in action, and bring those lessons home as the brand reaches more communities.

“Growth works best when franchisees can see the experience they’re preparing to create,” said Cory Mosley, vice president of growth. “This store gives them that opportunity, while giving our team a home for training and the new flavors that will shape what comes next.”

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