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Business is back and thriving at Alton Town Center in Palm Beach Gardens

By Jodie Wagner

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Three new businesses have opened at the sprawling retail complex on Donald Ross Road, including a Swedish-American restaurant, a salon, and a jewelry store.

PALM BEACH GARDENS - Business is back at Alton Town Center.

Three new tenants have opened their doors, and most existing tenants have reopened theirs following a months-long shutdown amid the novel coronavirus pandemic.

Among the new businesses joining the complex's growing roster are Waxin's Restaurang & Bar, a 3,800-square-foot eatery that serves Swedish and American fare.

The restaurant is the first in the United States for Sweden native Patrik Waxin and his business partners Magnus Patriksson and Richard Sandstrom.

It was originally scheduled to open in March, but was delayed several months amid the pandemic.

The eatery officially opened June 15.

"It's been fantastic," Sandstrom said. "The restaurant looks great, and the feedback has been awesome.

"The pandemic, and Phase 1, and all the spikes in numbers combined with hiring and training keeping everyone 6 feet apart makes it a challenge on a daily basis. But we love it, and we thank our staff and the guests we've been having every day."

Also open at the 360,203-square-foot retail complex on Donald Ross Road is [Bergman Jewelers](#) and [Selfie Salonbar](#), an upscale salon that features a beer and wine bar.

Selfie, opened by Beth Nguyen and her siblings Tuan and Thuy Nguyen - the original owners of Tippy Salonbar in Jupiter - celebrated its grand opening last Wednesday.

The business offers hair and nail services, waxing, microblading, facials, permanent makeup and lashes.

It is one of dozens of businesses that are welcoming back customers at Alton Town Center, which is anchored by a Publix Super Market and an LA Fitness on opposite ends.

All restaurants at the complex have reopened with the exception of Bolay. Most other businesses are open, a representative of the project's developer said.

Special events also have returned to Alton Town Center, with many of them in a virtual format.

This summer, the center is hosting a "Pamper Your Pooch" contest, in which guests can share a picture of their dogs. Monthly winners will receive a \$25 gift card to PetSmart.

The center also is offering a [Facebook Live Family Fun Summer Series](#) featuring free music and virtual movement classes for kids ages 6 months to 5 years.

The 30-minute classes, taught by Tracie Krieger of Tracie's Music Together, are held Mondays and Wednesdays at 9 a.m. through Aug. 5.

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