

SWEET SUCCESS

Emma Cunnington has always wanted to own a sweet shop. So when she opened Sweet Shoppe Dreams in Gooches Court on the Meadows, it really was a dream come true. *Stamford Concept* paid the new shop a visit.





Stepping into Sweet Shoppe Dreams is like stepping into a scene out of *Charlie and the Chocolate Factory*. You're not really sure where to look first as your eye is drawn to the hundreds of colourful jars of sweets against the back wall, then to displays of chocolate, fudge and huge bags of sweets.

Emma says that's a common reaction when people first come into the shop! "I do get people who come in and just say 'wow'. We do have a lot of sweets, over 100 jars behind the counter, then all the bagged sweets and children's sweets. I really do enjoy seeing people's reactions, then watching them as they try to choose something."

The jars of sweets are by far the most popular with Emma's customers. "We're changing the jars almost weekly, trying as many different sweets as we can and refining our selection all the time," says Emma. There are a lot of old fashioned sweets, such as Gray's teacakes, sweet tobacco and a wide range of bonbons.

There's a special section for children in the shop with sweets, sherbet, bubble gum, chocolate, lollipops, gob stoppers and much more. Emma says, "The mega sour - the really sour, fizzy sweets - are the most popular with the kids. And the more sour, the more they like them!"

Chocolate-lovers are not forgotten with a selection of the American brand, Hershey's. But the most popular chocolate treat is chocolate pizza from the Gourmet Chocolate Pizza Company. The pizzas come in a range of sizes and flavours and Emma says many customers use them as alternatives for birthday or celebration cakes. There'll be a great range coming in for Christmas too.

Another chocolate delight is the A-Z chocolate bars, with 26 different flavours, including E for Eton mess, J for Jelly and W for Walnut whip. "These are very popular and make lovely little gifts for anyone who enjoys chocolate," says Emma.

As well as the sweets in the shops, Emma also makes up party favour bags for birthdays, weddings, christenings, baby showers or any other celebration. She also hires out two mini Ferris wheels for parties and weddings, which she fills with sweets and guests can



help themselves.

"They're just something a little different to perhaps a chocolate fountain that you might normally see at a wedding," says Emma.

Emma spent several years working in travel at Thomas Cook in Peterborough, then for a housing association before buying a Tatty Bumpkin (baby and child yoga classes) franchise three years ago. "I knew I wanted to go into a retail business myself, but I wasn't ready at that stage," says Emma. "Tatty Bumpkin was a good halfway house, as there was support from head office and that gave me the confidence to run my own business."

In October last year Emma decided to sell her Tatty Bumpkin franchise and take the plunge to owning her own sweet shop. "The time was right and I just thought I have to go for it," says Emma. "When the estate agent contacted me and told me this shop by the Meadows was up for rent, I knew it was the right one for me." Emma opened Sweet Shoppe Dreams in April this year.

The Chocolate A-Z Menu

A) Almond	J) Jelly	S) Strawberry
B) Banana	K) Key Lime	T) Tiramisu
C) Caramel	L) Lotus Biscoff	U) Under The Sea Salt
D) Dark Chocolate	M) Mint	V) Vanilla
E) Eton Mess	N) Nougat	W) Walnut Whip
F) Fudge	O) Orange	X) Xmas
G) Ginger	P) Peanut Butter	Y) Yogurt
H) Honeycomb	Q) Cheese	Z) Zesty
I) Irish Cream	R) Raspberry	





Sweet Shoppe Dreams

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EMMA'S 10 BEST-SELLING SWEETS



Sour blue raspberry bonbons



strawberry bonbons



Liquorice cuttings



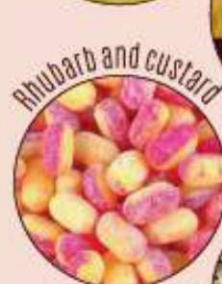
Sherbet lemon



Pineapple cubes



Midget gems



Rhubarb and custard



Coconut mushrooms



Salted liquorice



Chocolate peanuts