

Sweet P's hopes to hook Lake Country on creative, healthy chocolates, toffees

Father's Day is opportunity to reel in chocolate fish, owner says

By Josh Perttunen - Enterprise Staff

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Sweet P's Pantry's hand-crafted chocolate fish are inspired by Lake Country's marine environment and owner Sharon Pavich's father, who was an avid sportsman and outdoorsman.

Submitted photo



OCONOMOWOC - Sharon Pavich of Sweet P's Pantry in downtown Oconomowoc hopes that those who are seeking to reel in that last-second Father's Day gift consider her hand-crafted chocolate fish.

The creations, she said, are inspired by the natural environs of Lake Country and by her own father, an avid sportsman and outdoorsman who exposed Pavich and her nine siblings to the outdoors.

"He took us all ice fishing and fly fishing," she said. "And when he came back from hunting, he'd always have candy bars in his satchel. I always went for the Heath bar."

Pavich would later be inspired to create her own chocolate and toffee, using all-natural ingredients. What started as a part-time venture at the Oconomowoc Winter Farmers Market four years ago has expanded into a full-time operation complete with a production kitchen. In February, Sweet P's production facility and retail outlet opened in the Old Theater Mall at 169 E. Wisconsin Ave.

Pavich said she intends to have new offerings for each season. The fish are part of the "Summer by the Lake" season. All are made of creamy, solid Belgian chocolate. The larger bass comes in 12-oz. and 6-oz. sizes, whereas the mint chocolate minnows are 1 oz. each. Both fish varieties are available in either milk or dark chocolate.

In her Sweet P's Pantry venture, Pavich said she wanted something where she combine her background in interior design with her background in food. She had owned her own catering business in Chicago for 15 years prior to moving back to Wisconsin.

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