



RESTEAU FOR SHERIFF

Authorized and paid for by the Committee to Elect Susan H. Resteau Sheriff.

"A COMMON SENSE APPROACH TO POLICE WORK

WHERE PEOPLE ARE THE #1 PRIORITY"

THE TIMES  
nwitimes.com  
Your information source for Northwest Indiana

[About](#) [Contact](#) [Help](#) [Advertise](#)

Online Coupons Local savings! [View all >>](#)

- ▶ Footprints Installation: FREE INSTALATION ON PEDESTOL SINK OR VANITY
- ▶ Los Compadres: .75¢ TACOS

Try The Times FOR FREE!



TWO-WEEK TRIAL OFFER

[lake news](#) [porter news](#) [illiana news](#) [sports](#) [business](#) [entertainment](#) [community](#) [opinion](#) [obituaries](#) [archives](#)

marketPlace

## How Sweet it is

### Region native continues to grow chocolate business after move to North Carolina

BY PHIL ROCKROHR  
Times Correspondent

*This story ran on nwitimes.com on Saturday, October 14, 2006 1:08 AM CDT*

In addition to family values, the most important thing Sue Papach learned from her upbringing in the Region was to make business very personal.

Even after moving her already successful So Sweet Chocolates from Whiting to Wilmington, N.C., two years ago, Papach was able to continue that "hands-on, one-on-one-style business," she said.

"People really appreciate that in the corporate world," Papach said. "I can continue to utilize that now that I'm far away."

Papach, who actually started her professional career in 1981 as the first full-time female sports writer at The Times, left writing three years later to become a full-time housewife and, eventually, mother of five.

"From there the chocolate and creativity came," she said. "Being at home allowed me to do creative work. The chocolate didn't really take off business-wise until my youngest daughter was 8 or 9 years old."

In the late 1990s, Papach took So Sweet to the "next level," accepting orders for weddings and parties, she said. When Brides magazine published a story on her Chocolate Butterflies in its "Something New" column, the business "just kind of took off," Papach said.

In February 2001, I-villaeg.com named her Mompreneur of the Month. And in January 2004, Papach appeared on "The John Walsh Show" in the episode "I Love What I Do: Women's Dream Jobs."

ADVERTISEMENT

Shop online with mcshanes and  
**Save \$10**

Use promotion code  
**McWeb10**  
when placing online order.

\*Minimum order of \$100

**McShane's**  
BUSINESS PRODUCTS & SOLUTIONS

Click here to visit [www.mcshanes.com](http://www.mcshanes.com)  
**1 - 800 - 837 - 1400**

#### [EXTRAS]

- E-mail this story to a friend
- View a printable version of this story
- Search the nwitimes online archives
- Discuss this story in our reader forum

So Sweet Chocolates  
Owner: Sue Papach  
[www.sosweetchocolates.com](http://www.sosweetchocolates.com)  
Phone: (910) 547-5920

"NBC came out and filmed a day-in-the-life kind of thing," she said. "They flew me to New York, and I was on the show with four other entrepreneurial women. It was really a fabulous experience."

After that, Moo Roo, "handbag designer of the stars," hired Papach to create its logos in chocolate for distribution with its bags at the 2004 Academy Awards, she said.

When Papach and her family moved to Wilmington in September of that year, she elevated So Sweet to yet another level: wholesale.

The company struck media gold again in late 2005, when Coastal Living magazine published a piece on So Sweet's Beach Chocolate Bingo, a combination of pretzels, toffee-covered popcorn, jumbo peanuts and three types of chocolate.

"From there, we really haven't looked back," Papach said. "It has just been kind of a whirlwind. It has been really good."

After receiving the Best Chocolate in Show award at the Atlanta Gift Show this year, So Sweet started getting orders "from Mississippi east," she said.

In relocating her business, Papach said, she dealt with her family first and then handled the headaches. The Internet made that easier.

"It was just a question of whether I wanted to do weddings and things, because I just didn't know anyone," she said. "But once someone saw us here, it took off by word of mouth."

Papach, a Bishop Noll Institute graduate whose husband is former Clark High basketball standout Ray Papach, said So Sweet still ships nationwide and maintains a large client base in the Hammond area.

"Packaging is another huge headache," Papach said. "Shipping from the south is hard because it's hot. Shipping expenses are sometimes higher than the order itself."

[<< Previous Story: Wheat futures hit limit up twice in one week](#) || [Next Story: Daniels swoops down on Gary airport with \\$20 million](#) >>



[Back to top](#) | [Return to homepage](#) | [More stories from Business](#)

#### Related Advertising Links

##### Teuscher New York

The Original New York Store Champagne Truffles  
[www.teuscher-madison.com](http://www.teuscher-madison.com)

##### Chocolate

We've Found the Best 4 Sites about Chocolate  
[Chocolate.Best4Sites.net](http://Chocolate.Best4Sites.net)

#### Feedback Form

Questions, comments, concerns? E-mail us!

Your e-mail address:

Your comment/question:

submit

The Times reads all the e-mails we receive from this form and while we very much appreciate your feedback, we will not be able to respond to each one. If your comment requires a response, please call us at 219-933-3200. Thank you!