



STONE STUDIO OWNERS Sandra and Ewan Parker.

Out of the ordinary

“FUDGING IT” is not a phrase that inspires confidence in someone’s work but the Stone Studio in Stanley Road has made a virtue of it. In fact, if virtue was a flavour there’s a good chance Stone Studio owners Sandra and Ewan Parker would find a place for it in their range of rich, creamy, melt-in-the-mouth, ecstasy-invoking fudge slices.

Having begun many years ago as a greenstone carving outlet Stone Studio has since added to its stock crystals, kiwiana, sculpted trophies, laser engraved 21st keys, craft materials — “everything from a needle to an anchor”, says Sandra. Earlier this year they made good on a long-standing desire to add gourmet homemade fudge to their products.

“We saw the business concept many years ago and had always thought about it, then the opportunity presented itself last year and we thought ‘why not?’” says Sandra.

Now, fudge might seem an out-of-the-ordinary product for the studio-shop but the Stone Studio is no ordinary business. Sandra and Ewan’s launch for their new product was softer than a creme brulee slice but footage posted on Facebook

of Sandra working her magic in the shop’s new fudge kitchen attracted 4000 hits within a day-and-a-half. A stall at the Home and Lifestyle Expo in June attracted even more attention.

Demand for Stone Studio fudge is hard to keep up with, says Sandra. A new blueberry cheesecake fudge line all but sold out within two days. Shortly after the expo, one visitor to the show dropped into the studio-shop to order bubblegum fudge for a wedding

“People are buying it for gifts,” says Sandra.

“If you’re going to a dinner you could take a box of gourmet fudge for dessert.”

Choices range from the exotic, such as creme brulee and chocolate almond nougat, to Kiwi favourites jelly tip, and pineapple (“It tastes just like pineapple lumps”) and everything in between.

Stone Studio might be located closer to the industrial subdivision than the CBD, but that is no handicap, says Sandra. Even shoppers overseas send in family members or friends to make purchases.

“The Stone Studio has its own buzz,” she says.

“I don’t know what it is. It just rocks.” And fudges.

When you support local business, you’re supporting a dream!

Carved Greenstone Kowhai Tree Flower

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