

Shop Local, Eat Local with The Scone Shop

Take and Bake ready for you to Heat and Eat

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The year was 2007. Charlotte mom Feilding Williams' son Riley was in 5th grade, and he was looking to come up with a fundraising project to help pay for a summer trip. The two decided they might make rolls of unbaked cookie dough for Riley to sell to friends and family. Sales soared and the project was a success. Such a big success, that they decided to offer ready to bake Cinnamon Chip scones and package them for sale as well.

The popularity of the scones, a family favorite breakfast food, took off, and before Feilding knew it, she not only had homemade scones in her freezer, but a homemade business in the works.

From those from-scratch, do-it-yourself beginnings, she decided to take the next step and really enter her business to the world of retail in 2013. Since then Williams' The Scone Shop has grown from a couple dozen batches of one variety of scone, to a half dozen sweet and savory flavors baked up hundreds of dozens at a time.

While the recipes are all Feilding's originals, still made without any artificial anything, she doesn't do the actual baking anymore. She leaves that to the bigger production experts at Golden Grains Bakery, a commercial baker in Charlotte, while she takes care of the marketing and management of her

The Scone Shop company.

Without the day to day of a brick and mortar location, Feilding is pleased to sell her scones in 14 locations across the Carolinas including Whole Foods in Charlotte at SouthPark and in Lake Norman, and the Central Avenue location of Healthy Home Market where you will find her sweet Cinnamon Chip, Chocolate Cinnachip, and Cranberry Orange varieties as well as her savory Spinach Feta scones. The dough is frozen and scored into 8 sweet wedges or 12 savory wedges. No defrosting necessary, baking them is as easy as cutting them up, placing them on a baking sheet and popping them in the oven. 10-15 minutes later – viola!

Feilding also makes a Butterscotch Chip variety available at other retail outlets around town and a savory Bacon Cheddar Scone found exclusively at the ebar Internet Cafe at Nordstroms Southpark. ebar offers freshly baked Cranberry Orange Scone Shop Scones as well – both sweet and savory varieties are fresh baked each morning, ready to eat with your favorite ebar beverage. You can also find The Scone Shop scones, fresh baked and ready to enjoy, offered at the cafeteria at Carolinas Medical Center Main at 1000 Blythe Blvd. in Charlotte.

To find out more about The Scone Shop and to put your information on Feilding's direct email list, visit TheSconeShop.com.