

# FOOD

PROMOTIONAL FEATURE

# Handmade sweetness to bring joy

The Sweet Chick is here for end-of-year celebrations with gift boxes galore for class teachers, clients and employees.

**R**EBECA Balkin started Sweet Chick while working in publishing. While it may sound like a big shift in career, Balkin was working on titles such as *The Australian Women's Weekly* cookbooks at Bauer Media, so she was never that far away from food.

"Working in the food publishing industry solidified my passion for food in general (mainly sweets) and at this time I realised that I wanted my career to revolve around bringing joy to people's everyday lives and special occasions through delicious, great quality food," she said.

Truthfully though, working in the food industry seems to fit the young entrepreneur.

"From a young age, you would find me elbow-deep in the mix-master bowl of my mother's and grandmothers' kitchens, covered in cake batter," she says on her website. As the years went on, her love of baking grew, and it seems she never escaped it.

At Sweet Chick, everything is handmade at the artisanal bakery and small catering company based in Surry Hills, and Balkin insists on using only the best quality ingredients.

With a huge range of biscuits, slices, savoury treats and even meals at home, Balkin has covered all culinary bases.

But, it's the biscuit boxes that have proven extremely popular – a favourite among private and corporate clients when it comes to gift giving.

In fact, the specially designed Sweet Chick Rosh Hashanah box sold out within days.

As the end of the year approaches, Balkin is anticipating another rush of orders, with the boxes making the most scrumptious gifts for teachers, clients, and employees.

She advises to keep an eye on the website for special boxes that may be created but also says customers can pick anything they want, create their own boxes, or choose from the specialty festive season menu.



The ever-popular honey jumbles.



Delicious jam in two flavours.



Triple chocolate chunk cookies.



Doughnuts can be made dairy or dairy-free.

This year, Balkin created special Chanukah treats, with options of dairy or dairy-free doughnuts, dreidel cupcakes and shortbread dreidel, Magen David and Chanukah biscuits.

The Jewish-themed treats throughout the year are a nod to the support Sweet Chick has received from the Jewish community. It's something that has made

its mark on Balkin, who has now set up shop outside Pita Mix every Friday from 10am-1pm.

The support from the Jewish community is something Balkin is exceptionally grateful for.

"I started Sweet Chick from my parents' kitchen doing all the baking myself, and I now have a team of five full-time

and two part-time staff," she said. "The Jewish community has carried us through from the beginning and continue to be incredibly supportive. Since opening our store, we now have a strong customer base in the wider Sydney community as well which has been a huge achievement."

To order, visit [thesweetchick.com.au](http://thesweetchick.com.au)



**Sweet Chick**

Specialising in artisanal, traditional baked goods with a modern touch!

Everything from birthday cakes and savoury catering, to custom corporate orders, dairy or pareve.












Visit us in store at 45 Hutchinson St, Surry Hills | Open Tuesday-Thursday 8.30am-3.30pm | Friday 7.30am-2pm & Sunday 8.30am-2pm  
or online at [www.thesweetchick.com.au](http://www.thesweetchick.com.au)