

Sugartown Smoked Specialties

Scott Hattersley, owner of Sugartown Smoked Specialties, has been able to take a hobby and turn it into a thriving business.

The business, founded in 1992, traces its roots back to a kettle smoker he received as a gift.

"I love to hunt, fish and cook," he said. So the cooker was the perfect gift. He started experimenting with pheasant and trout that he had harvested and caught, smoking them for his friends and family. The comments were very positive. "They all said, 'This is pretty good.'"

"One thing led to another," Hattersley said.

At the time, he was a recent college graduate, living in the village of Historic Sugartown and working in the water treatment business. But he was looking for something different to do. Using his education in economics and financial management, he spent six months in research. He wanted to ensure his product was viable as a

"We use the freshest ingredients. We are truly artisanal, small and not terribly mechanized. We pay attention to what we are doing."

business commodity before launching Sugartown Smoked Specialties.

And it was. Now located in Westtown, his is a successful e-commerce business. Much of his business is done with restaurants, country clubs and caterers, but the product is also available at area seafood specialty stores and the Lancaster County Farmers Market in Wayne, where he has had a booth for seven years. He said he enjoys working that venue because he loves the immediate reaction he gets from the customers there.

Sugartown Smoked Specialties sells seafood, fowl, pork and mushrooms. The Hungarian-Style Smoked Salmon was his first product and is still a best-seller. All the products are vacuum-sealed and convenient for picnics or parties. "You open the bag and it's ready to go."

The company has garnered many awards for its products. It recently received the Grand Prize award from the Gallo Family Vineyards for its Natural Smoked Tasmanian Trout as the Best Artisanal Fish or Seafood Product in the country. The trout is a hot-smoked sea-run rainbow trout and is described as "the finest smoked trout you have ever tasted."

"The word is slowly getting out there," Hattersley said, adding that the product has been enjoyed by presidents, rock stars and movie stars.

For Hattersley, the best part of the business is the research and development. "I love creating new products," he said. In the past year, the company has added three types of spreads to its product lineup.

All the products at Sugartown Smoked Specialties are natural, with no preservatives.

"We're not cookie cutter," he said. "We use the freshest ingredients. We are truly artisanal, small and not terribly mechanized. We pay attention to what we are doing."

Because the business is growing, Hattersley is looking for a larger facility. The company also has "some really cool things" in the works.

"In Chester County there is such a big push for buying fresh, buying local in the food industry. We are coming out with more truly organic products," he said. He also noted he would like local producers to get in touch with him so he can incorporate more local products.

Sugartown Smoked Specialties
West Chester, Pa.
610-429-4080
www.smokedfoods.com

*Pictured: Scott Hattersley
Photography by: Scott Rowan*

