



TOWN OF HARBOUR GRACE
BUSINESS OF THE WEEK

SWEET TWEATS

BUSINESS PROFILE

April is Autism Awareness Month!

To raise awareness, we'd like to take the opportunity to recognize **Emily A. Steele**, who owns and operates her own home-based business, **Sweet Tweats**. After falling in love with birdwatching during the COVID-19 pandemic, Emily started making her own **edible, ornamental arrangements for backyard birds**. Soon, she turned this love into a creative small business. She now sells her ornaments in three stores in the Conception Bay North region and takes plenty of online orders.



Sweet Tweats now has **over sixty shapes**, with plenty of well-known symbols inspired by the community. (Like Peter Easton? Check out Emily's hook-shaped decoration!)

If you're interested in purchasing a 'Sweet Tweak,' contact Emily through **her Facebook, @emilysweettweats**.

Her birdfeeder decorations can also be **purchased locally** at Best Kind General Store & Boutique, Sharon's Drive-In, and Balance Wellness (Carbonear).



QUESTION & ANSWER

TELL US A BIT ABOUT YOURSELF

My name is Emily Steele. I moved to Harbour Grace in 2010 and run Sweet Tweets as a home-based business.

HOW DID SWEET TWEETS START?

It all started during the COVID-19 lockdown. We were all stuck inside, not going out much, and of course people started taking up different hobbies. Spring is a popular time for backyard bird feeding, and I became really interested with the varieties of birds in my backyard—the blue jays, sparrows, juncos. I started making some ornamental birdfeeder decorations as a hobby; and eventually, I had too many for my own use. My mom and I reached out to CBDC in Carbonear, and they helped us with a plan to sell our extras. Soon enough, I'm running my own small business based around my love of backyard birds. I now **sell over sixty shapes** of bird feeder decorations.



HOW CAN PEOPLE SUPPORT YOUR BUSINESS?

I currently stock my 'sweet tweets' at Best Kind General Store & Boutique and Sharon's Drive-In in Harbour Grace, and if you're in Carbonear, you can buy them at Balance Wellness on Goff Avenue.

Also, **'Like' my Facebook page, @emilyssweettweets**, and send a message to order direct. **You can 'Follow' me on Instagram, too, at @emilys.sweet.tweets.**

WHY HARBOUR GRACE?

I love it here. Harbour Grace is home. **The support from the community has been really fantastic.** I love our community's history—the airstrip, the SS Kyle, the Pirate's Path, and Peter Easton. **Some of my shapes take inspiration from this story,** such as the ship's anchor for the SS Kyle and the hook for Peter Easton. I love to watch the birds near the kiosk at the trail, next to the museum, and the wetlands at the SS Kyle site. I saw a bald eagle today, actually!



YOUR FAVOURITE BIRD?

It changes all the time! haha. Right now, I really like the various breeds of ducks and the cormorant. If you're interested in learning more about birds, though, I **do a 'bird fact' every Saturday and review a book about birds every Thursday on my Facebook page.**

TELL US ABOUT AUTISM AWARENESS MONTH

I guess I'd like everyone to know that autism is not something that just affects younger people. **Adults deal with autism, too.** Of my generation, 1 in every 150 girls were diagnosed with autism. And it's an issue in rural Newfoundland as much as urban areas. This month, I'm **doing a puzzle shape—the symbol for autism awareness**—and giving some away, to raise awareness of people like me in our communities.





WANT YOUR BUSINESS FEATURED?

If you want to be featured as our
'Business of the Week', contact Matthew
at (709) 596-3631 ext. 4, or email
matthewmccarthy@hrgrace.ca.

<https://www.facebook.com/emilyssweettweats>
Harbour Grace, NL

Emily A. Steele
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