



James P. Fetzter

March 12, 2025

Born Sept. of 1951 and born to Eternal Life March 12, 2025 at the age of 73 years.

Son of Frank Fetzter Sr. and Joyce Fetzter Craft (nee Moore); stepson of Warren Craft; grandson of Kathryn Moore. Brother of Frank (Sandie) Fetzter Jr.; Uncle to Frank III, Sara, Kelly and William; Cousin of Michael Lohman, Mary Bell, Eileen Cernaski, Mark Lohman, Maureen Rechlicz, Kevin McGraph and many more. Jim loved his friends Mike, Mike, Jim, Dan, Toby, Julie and so many more.

He loved his cats Kitty, Boots, Baby Doll and Ralphie. Jim went to grade school at St Therese class of 1965, Pius XI High School class of 1969 and graduated from WI Whitewater class of 1973. He worked at Ambrosia Chocolate Co. for 19 years in research and development. He then started Northern Chocolate in 1991. He loved old cream city brick buildings and antique Christmas decorations.

He will miss you all!

In lieu of flowers, memorials to Jim's beloved church St. Francis of Assisi are appreciated.

Visitation Wednesday, April 2 from 10:00 AM -12:00 Noon at ST. FRANCIS OF ASSISI CHURCH (1927 N. 4TH St, Milwaukee) followed by the celebration of Mass of Christian Burial at 12:00 Noon. Interment to follow at

CALVARY CEMETERY, 5503 W. Bluemound Rd (PLEASE MEET AT CEMETERY ENTRANCE).

Rozga Funeral & Cremation Services
Lincoln Village Chapel

Cemetery Details

Calvary Cemetery

5503 W Bluemound Rd
Milwaukee, WI 53208

Previous Events

Visitation

APR 2. 10:00 AM - 12:00 PM (CT)

St. Francis of Assisi Catholic Church
1927 N. 4th Street
WI 53212

Mass of Christian Burial

APR 2. 12:00 PM (CT)

St. Francis of Assisi Catholic Church
1927 N. 4th Street
WI 53212

Interment

APR 2. 1:45 PM (CT)

Calvary Cemetery
5503 W Bluemound Rd
Milwaukee, WI 53208

Tribute Wall

AR

“ December 26 2025 his favorite lady clown here. just learned of his passing..went to the shop often. always we laughed of the old days... terribly sad for his family.. he was a Grand Spirit of Milwaukee Time.. love to all Holly the Holiday Clown...



Ardith Richter - December 26, 2025 at 07:26 PM



“ First, I am so very sorry for the family and their loss. I was a customer of Northern Chocolate for decades. The beautiful molds and delicious sweets were an iconic part of Milwaukee and so was Jim. Eccentric yes but so much more interesting that way. I adored him and would send him photo holiday cards from my travels. Sometimes I'd receive a thank you note in the mail always with a chocolate thumbprint sealing the envelope. Just a cool, unique spirit. He was beloved by the 414 and I will miss him here very much. I only learned of his passing by stopping into Tabal in tosa and asking about the special Northern Chocolate recipe bars offered as a fundraiser for his Church.

Liza Wallner - August 27, 2025 at 10:49 AM

AC

“ My Late Mother Margaret "Peggy" Chiti worked at Ambrosia Chocolate from 1974 to 1978 before working at Pabst Brewing Company. My Mom would take my Brother and I to Northern Chocolate a few times a year. If you touched any Chocolate in his store, you had just bought and paid for it. R.I.P.



Andrew Chiti - April 01, 2025 at 11:27 PM

SK

“ 35 files added to the album Jim Fetzer



Sara Kluender - April 01, 2025 at 01:09 AM

SK

“ <https://critichousewife.wordpress.com/tag/jim-fetzer/>

Sara J Kluender - March 19, 2025 at 06:53 PM

SK

“ <https://upnorthnewswi.com/2022/04/11/the-easter-bunny-has-an-easier-time-around-here-thanks-to-wisconsins-long-history-of-local-candy-makers/>

Sara J Kluender - March 19, 2025 at 06:51 PM

SK

“ <https://marquettewire.org/3790176/republican-national-convention/chocolate-jmc1-tm2-je3-chocolate-nazi-concocts-sweet-treats-for-milwaukee/>

Sara J Kluender - March 19, 2025 at 06:51 PM

SK

“ <https://www.jsonline.com/story/money/business/retail/2019/05/17/northern-chocolate-owner-chocolate-nazi-jim-fetzer-prepares-shut-milwaukee-shop/3668546002/> ”

Sara J Kluender - March 19, 2025 at 06:50 PM

SK

“ https://www.reddit.com/r/milwaukee/comments/1jbcigp/obituary_northern_chocolate_co_owner_jim_fetzer/ ”

Sara J Kluender - March 19, 2025 at 06:49 PM

SK

“ https://www.facebook.com/mkefoodtour/photos/remembering-jim-fetzer-of-northern-chocolate-co-we-are-saddened-by-the-passing-of/1185405370254348/?_rdr ”

Sara J Kluender - March 19, 2025 at 06:47 PM

SK

“ <https://www.milwaukee.com/jim-fetzer-northern-chocolate-profile/> ”

Sara J Kluender - March 19, 2025 at 06:46 PM

SK

“ <https://www.jsonline.com/story/news/obituaries/2025/03/14/obituary-northern-chocolate-co-owner-jim-fetzer-dies-at-73/82407160007/> ”

Sara J Kluender - March 19, 2025 at 06:45 PM

SF

“ Sara, Jay, Kelly, Willie and our families purchased the Sentiments of Serenity Spray for the family of James P. Fetzer.



Sara, Jay, Kelly, Willie and our families - March 16, 2025 at 03:31 PM

FF

“ Frank and Sandie Fetzer purchased the Serenity Wreath for the family of James P. Fetzer.



Frank and Sandie Fetzer - March 16, 2025 at 03:26 PM

MA

“ My first time in Northern Chocolates I couldn't believe how funny you were and then I saw you were very serious! Everyone needs to grab a basket and appreciate your art ☐, from the Fond du Lac Girls

Mary - March 15, 2025 at 11:25 AM

MK

RIP Jim ❤️ ☐
Mrs Gynecologist

mkkscheid - March 16, 2025 at 03:36 PM

JO

“ My condolences to Jim's family and the many people who knew Jim...

Years ago,, I was in the store, with my girlfriend, who was a regular customer, at his store. Jim eyed me up from head to toe, as he asked himself "Now who's this guy?" and I must acknowledge the jury was still out... That is until ..Jim began reminiscing about a Neil Young concert he attended back stage at the MECCA in Milwaukee, back in the early 70's..Shortly thereafter, he began singing out loud Neil's legendary, "Down by the River"..much to the chagrin of the limited other customers in the store.. Jim always kept a strict limit on how many could be in his store at one time...I soon joined in with Jim as we both sang the entire song word for word, minus Neil's lengthy jam and guitar solo from the original recording..After our rousing rendition..Jim had a mile wide ear to ear grin on his face, gave me his behind the counter, thumb's up.. and from that moment on.. I forever earned his respect and had open reigns on all his creative chocolate morsels, provided of course I removed my shoes before I entered his sacred premises....one of his many mandatory rituals to gain entry..RIP Jim ..thanks for all your creations, your spirit , your philosophical and political pundits, and all the memories.

John - March 15, 2025 at 09:05 AM

SK

Very, very sad day for the world of chocolate and the City of Milwaukee....we go way back to the late 1970s at Ambrosia. Even after we left Wisconsin for Arizona, my annual visit back ALWAYS included a trip to Northern Chocolate. In fact, just today I had (in your honor, Jim) one of your "melt-aways" brought to us by my SIL just 3 weeks ago. Thanks PK for bringing a sweet memory to Arizona. My biggest concern is what will happen to Northern Chocolate, all his equipment, his collectibles, his recipes....he knew his COPD was not going away. I hope you made plans, Jimmy....there was/is just too, too much of value sitting in that jewel of a store on Old World 3rd to just "go away". Rest in Chocolate Peace, dear friend. So wish we could be there for your celebration.

Susan Kamke - March 16, 2025 at 09:23 PM

VM

I remember one of the first times I entered Jim's store back in the early 2000's, getting the grilling about who I was, where did I live, where did I work and so on. But another time around Valentine's Day we talked about someone dear to him he had lost. Whatever has been said about Jim, I can certainly say you got someone who was real with you and that's pretty rare these days. Jim, I hope you knew how much I appreciated your chocolate. I've never enjoyed a better mint beltway. Many a coworker has enthusiastically enjoyed your zoom bars, your orange wedges, and other chocolate covered fruits and nuts. I admired and understood your passion and protection for what was your art. Your unique character will be missed just as much as your chocolate. Thank you for bringing this into our lives and I know you are in a wonderful place and at peace. Blessings to you! V.

V Mohr - March 18, 2025 at 10:22 PM

KF

Years ago I was gifted a Northern Chocolate dark chocolate bar by my sister. Amazing & had to go there. She "warned" me about Jim. No furs, cash only, & he'll ask a lot of questions about who you were. All so true but I guess I passed his test. He was an interesting person, for sure. We talked high schools, being raised Catholic, etc. I was surprised there were no prices on anything & saw the sign that he charged as he pleased. Once I came in with my daughters when it was a hot day. He asked if I had air conditioning in my car as he wouldn't sell me anything if I didn't. Another time he said his hours were 10-4. I got there at 3:45 & the door was locked & another woman kept ringing the door bell, which he would not answer. I called the next day & he called the asked if I was the door ringer. I said no, another woman did that. I asked why the door was locked & he said people take too long when they come in so he locks the door early. I then would call to tell him I was coming, wouldn't take long & get out by 4. Never a problem after that. I remember when he told me he found church & God again. I could tell how pleased he was with the parish & how well he was accepted & enjoyed the people. A blessing in disguise perhaps. We all will greatly miss him & appreciate his fantastic craft of chocolate making. 🙏🏻🙏🏻

Kathy F

Kathy F - March 20, 2025 at 06:37 PM

TW

Jim was a memorable character to be sure ! I was his nextdoor neighbor on 2nd street before he moved to his store front on 3rd street. Many good memories and stories & lots of chocolate ! (with one or two stomach aches from eating too much at one sitting :-)

Tim Wolterstorff - March 24, 2025 at 02:02 PM

VS

I remember Jim from high school and he was a unique character way back then! Years later I became a fan and customer of Northern Chocolate and enjoyed reconnecting with Jim, listening to his diatribes and doing verbal sparring. His shop was a step back in time and a special gem in the city of Milwaukee. He will be missed!

Vicki S. - March 25, 2025 at 03:28 PM

RE

I will cherish our delightful and spirited conversations, and I will deeply miss your delicious mint chocolates.

Renata - March 31, 2025 at 07:59 PM

TR

I recall bringing the United Way executive team to meet Jim, and 'reduce his stock'.

He made it clear that he didn't like ties, but I told Jim I could vouch for every person in the group. Soon enough, we were all old friends!

RIP Mr Chocolate Nirvana.....

The Mad Russian - July 06, 2025 at 06:57 PM