



National Best-Selling Publisher

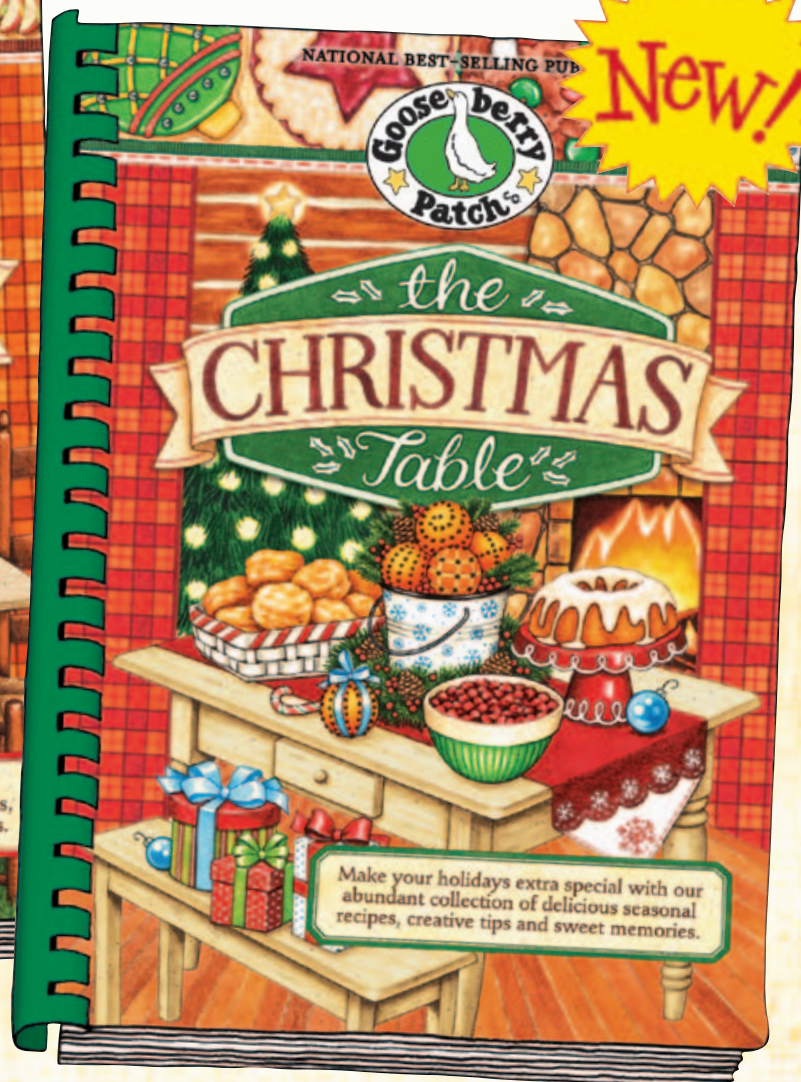
Wholesale *Collection*

Holiday 2012

New!



New!



8 Brand New Homestyle Cookbooks
Plus an All-New Collection of Kitchenware!



Dear Friend,

Welcome to an exciting new season at **Gooseberry Patch**...8 new cookbooks hot off the presses and so much more!

The Harvest Table and *The Christmas Table* are sure to **kick-start your holiday sales**. These seasonal titles never fail to attract collectors who must have the latest...new fans can't seem to resist them either. You may also be getting **your first look at our Spring releases** in this catalog...both were created with today's busy families in mind and they're sure to be bestsellers.

With **new releases 4 times yearly**, we try to make it easy for you to always have something NEW to offer, but for any store, **it's sell-thru that's most important**. You know that our cookbooks have a devoted following but we're always mindful to **drive traffic to YOUR stores**.

We also keep your customers in mind when selecting **budget-friendly recipes**. Plus, once they compare the price of eating just ONE restaurant meal to the cost of a cookbook filled with homecooked possibilities, they'll see the value.

These devoted fans have been clamoring for **Gooseberry Patch** kitchen items for years and now, **YOU can deliver what they want!** Including everything from tableware to glassware, placemats and towels, our **highly anticipated line of kitchenware** has arrived just in time for holiday shopping. Assortments to fit every store's budget on pages 18 and 19.

Whether you've been with us for years or are just placing your first order, **we sincerely appreciate your business**. We know every purchase is a choice, so thanks for choosing us. As always, **YOUR success is OUR success**.

Thanks again,
JoAnn & Vickie

P.S. Since our holiday books are always bestsellers, why not make a special event of their arrival? Check out the sample recipe on page 7 from *The Christmas Table* and share a yummy preview with your customers!



Our old-fashioned promise to you!

We promise to deliver the products your customers want, when you need them, along with friendly, helpful and courteous customer service.

**24-Hr. Shipping • Low minimum quantities
No minimum dollar amount**

Phone orders & Customer Service

To place an order or ask questions about any of our items, call our friendly wholesale team 9am to 5pm EST, Monday through Friday, toll-free.

1-877-854-7400

Book Trade Contacts

National Book Network

www.nbnbooks.com
Phone: 1-800-462-6420 8am to 5pm EST
Email: custserv@nbnbooks.com
Fax: 1-800-338-4550

Canada, UK, Australia, New Zealand:
Phone: 416-534-1660 • Fax: 416-534-3699

Advocate Christian Products

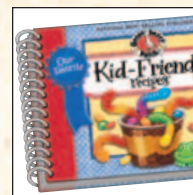
100 Biblica Way
Elizabethton, TN 37643
Phone: 1-877-323-4550
Email: www.stl-distribution.com



Hardcover Cookbooks
pages 4-7



Cookbook Displays
pages 8-9, 13, 14-15, 17



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101 Photo Series
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page 14



Tiny Tips & Kids Cookbook Collection
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Kitchenware
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Our Collectible Cookbooks

**National
Best-selling
Publisher**



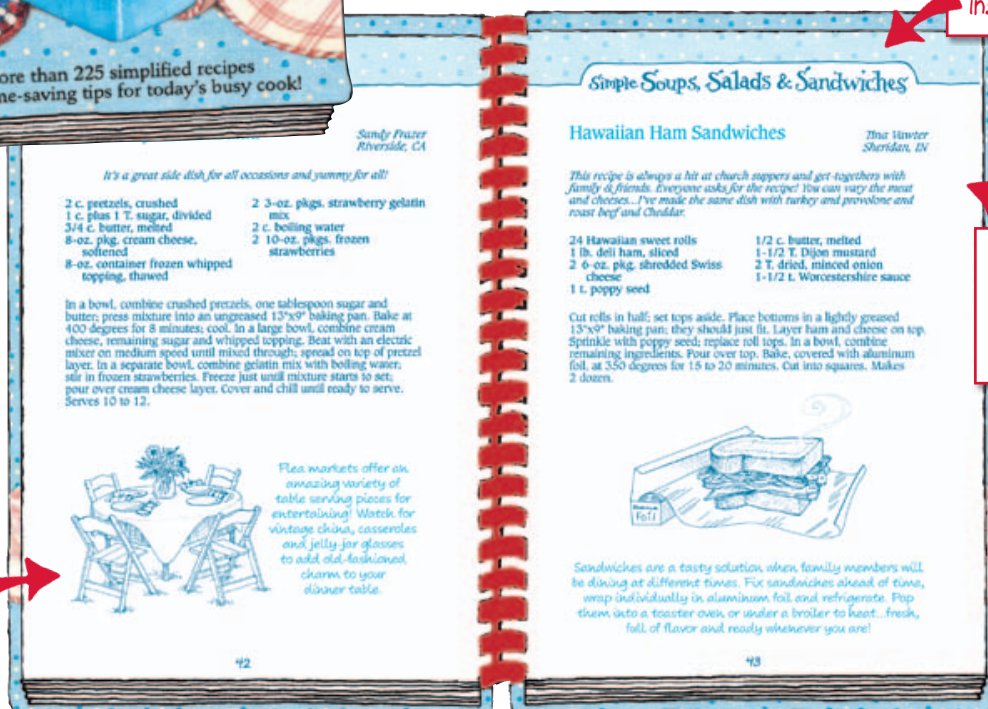
Filled with affordable, homestyle recipes, our cookbooks are just what busy families have been seeking. They'll love the simple ingredients, easy preparation and homemade flavors!

With new titles released 4 times a year, you'll love that there's always something new for buyers to add to their collections. A proven profitable addition, our books will keep 'em coming back for more all year long!

- Community-style recipes gathered from nationwide contributors plus our signature artwork on each page
- From busy moms to families on a budget, recipes selected with your customers' needs in mind
- Tips, hints and ideas add extra value on each page...from kitchen time-savers to easy decorating ideas
- Low retail price, low-minimum case packs and never a minimum purchase amount

Chapter themes to inspire every buyer!

Handy tips & ideas on each page, along with original illustrations!



Every recipe tells a story from the original cook!

Get the latest cookbook buzz and find out what your customers are saying about **Gooseberry Patch!**

www.gooseberrypatch.com



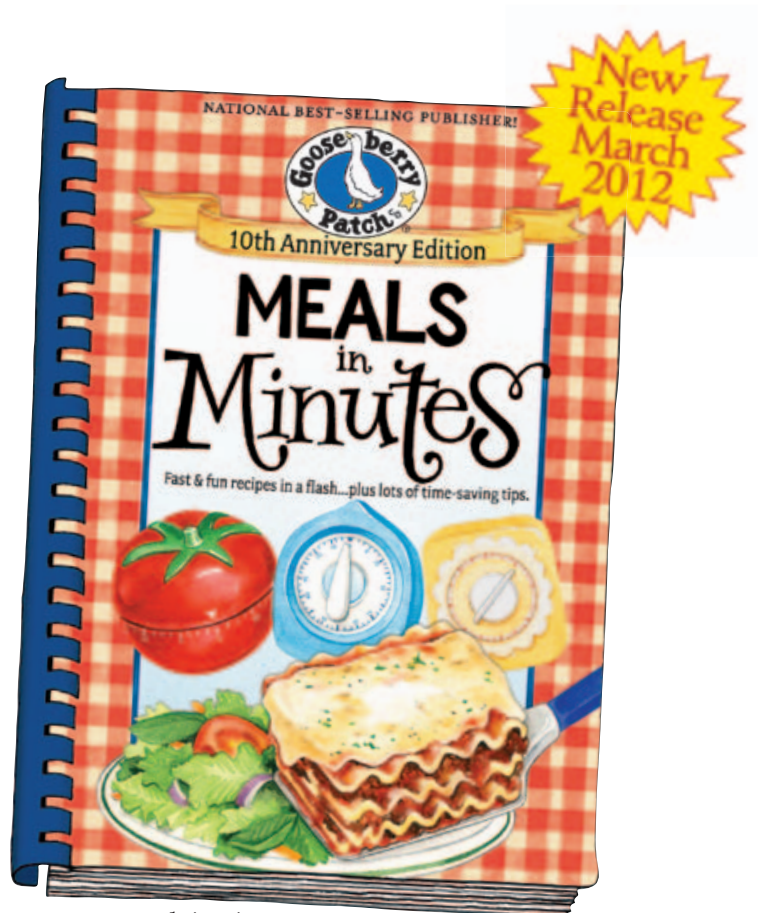
email: wholesale@gooseberrypatch.com

Everyday Cookbook Collection

Offering mealtime solutions and kitchen inspiration for any time of year, these books are created with today's families in mind. They'll love the budget-friendly recipes and homestyle flavor! Hardcover, 224 pages each. (9-1/4" x 6-1/2")



#M256P Simple Shortcut Recipes
UPC: 820744830493



#M700P Meals in Minutes,
10th Anniversary Edition
UPC: 820744831506



#M863P 5 Ingredients or Less!
UPC: 820744830196



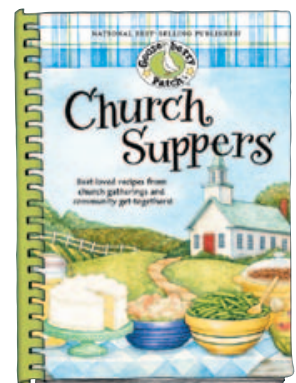
#M918P Almost Homemade
UPC: 820744830745



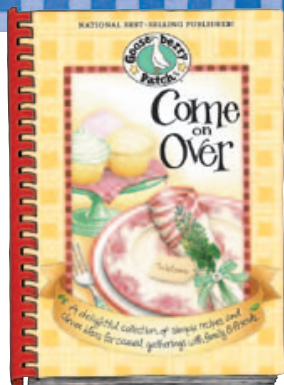
#M920P Best-Ever Casseroles
UPC: 820744830752



#M911P Best-Ever Cookies
UPC: 820744834354



#M974P Church Suppers
UPC: 820744834408



#M891P Come on Over
UPC: 820744830417



#M819P Comfort Foods
UPC: 820744834392



#M568P Dinners on a Dime
UPC: 820744834880



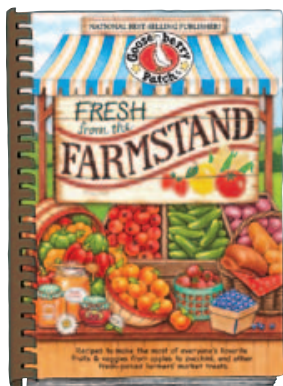
#M557P Farmers' Market Favorites
UPC: 820744834897



#M857P Farmhouse Kitchen
UPC: 820744834828



#M589P Fast-Fix Meals
UPC: 820744834200



#M217P Fresh from the Farmstand
UPC: 820744830349



#M227P Homestyle in a Hurry
UPC: 820744834033



#M868P More Gifts for Giving
UPC: 820744830134



#M292P Mom's Very Best Recipes
UPC: 820744834347



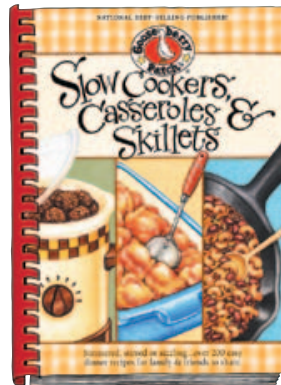
#M912P One-Pot Meals
UPC: 820744830547



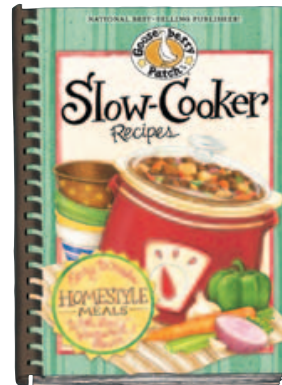
#M958P Ready, Set, Eat!
UPC: 820744834217



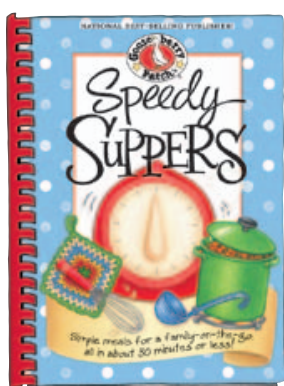
#M215P Rush-Hour Recipes
UPC: 820744830301



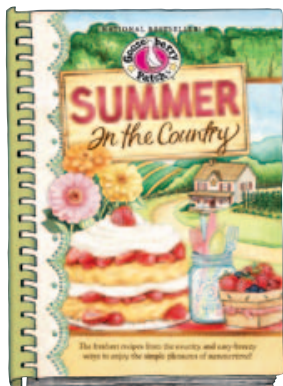
#M265P Slow Cookers, Casseroles & Skillet
UPC: 820744834002



#M947P Slow-Cooker Recipes
UPC: 820744830639



#M954P Speedy Suppers
UPC: 820744830769



#M561P Summer in the Country
UPC: 820744834682



#M233P Sunday Dinner at Grandma's
UPC: 820744834040



#M824P Super-Fast Slow Cooking
UPC: 820744834552



#M852P Sweet & Simple
UPC: 820744832961

Seasonal Cookbook Collection

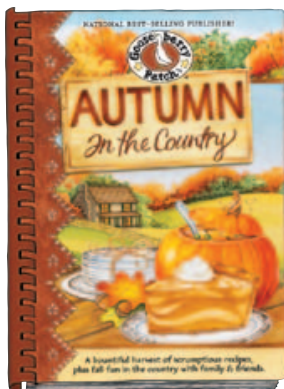
Perfect for giving, our Autumn and Christmas cookbooks are always best-sellers. Celebrating the little things that make each season special, they also include memories & crafts. Hardcover, 224 pages each. (9-1/4" x 6-1/2")



#M253P The Harvest Table
UPC: 820744831551



#M225P The Christmas Table
UPC: 820744831056



#M961P Autumn in the Country
UPC: 820744834224



#M970P Christmas In the Country
UPC: 820744834231



#M845P Autumn with Family & Friends
UPC: 820744834835



#M792P Christmas with Family & Friends
UPC: 820744834767



#M784P Harvest Kitchen
UPC: 820744834538



#M723P Christmas Kitchen
UPC: 820744834545



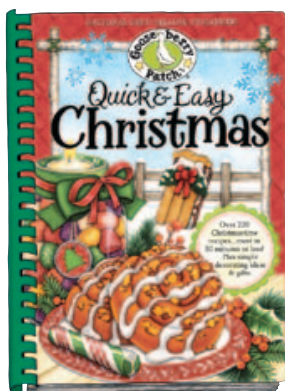
#M797P Homemade Harvest
UPC: 820744834019



#M955P Homemade Christmas
UPC: 820744834026



#M212P Quick & Easy Autumn
UPC: 820744834361



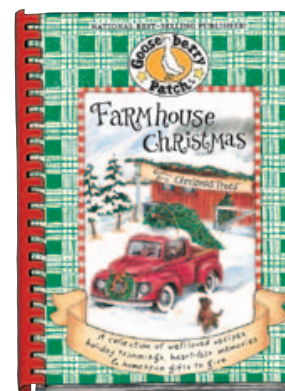
#M213P Quick & Easy Christmas
UPC: 820744834811



#M836P Christmas Cookie Jar
UPC: 820744830431



#M895P Comfort & Joy
UPC: 820744830431



#M535P Farmhouse Christmas
UPC: 820744832343

Sausage Stars

Tina Butler
Royse City, TX

1 lb. ground pork sausage
1-oz. pkg. ranch salad dressing mix, prepared
8-oz. pkg. shredded Mexican-blend cheese
Optional: 1/2 c. green or red pepper, chopped
12-oz. pkg. wonton wrappers or egg roll wrappers

Brown sausage; drain and cool. Combine cooled sausage, dressing, cheese and pepper, if using; chill 30 minutes. Place wrappers in lightly greased muffin tin. Push down gently to form a little cup. Bake 5 to 7 minutes, just until lightly golden but not browned. Cool. Fill each with about 2 tablespoons of sausage mixture. Bake 5 to 7 minutes longer, until cheese melts. Cool before serving. Makes 3 to 4 dozen.

What better way to sell a cookbook than to make one of the recipes to share? This one from **Christmas Table** is an open-house favorite any time of year!

"We recently celebrated our 10th anniversary, and when I look back at the brands that are still with us, Gooseberry Patch is right at the top! This year we added a 2nd spinner rack to our everyday presentation and a 3rd for Fall and Christmas. These cookbooks are so unique in that they're functional, collectible and are offered at a great price!

In this economy, what more can you ask for?"

*Howard Katcher, President
The Old Farmer's Almanac General Store*



Display Options

Our 4-sided rack is made of beige heavy-gauge wire and turns smoothly to keep your Gooseberry Patch cookbooks right at your customers' fingertips.

Pre-assembled rack is well-balanced with 16 bins to hold plenty of books and includes our eye-catching header card. In addition to our hardcovers, it'll hold our **101 series** and the **Our Favorite Recipes** collection (see p. 9) too! (66"H x 22"W)

► 2012 Seasonal Spinner Assortment 6 each of:

- M284P 101 Autumn Recipes
- M789P 101 Christmas Recipes
- M219P 101 Cozy Casseroles **New!**
- M231P 101 Cupcake, Cookie & Brownie Recipes
- M251P 101 Slow Cooker Recipes
- M668P 101 Soup, Salad & Sandwiches
- M911P Best-Ever Cookies
- M819P Comfort Foods
- M212P Quick & Easy Autumn
- M213P Quick & Easy Christmas
- M215P Rush Hour Recipes
- M256P Simple Shortcut Recipes **New!**
- M233P Sunday Dinner at Grandma's
- M824P Super-Fast Slow Cooking
- M225P The Christmas Table **New!**
- M253P The Harvest Table **New!**

#D205W 2012 Seasonal Assortment
& Wire Spinner Rack

► 2012 Year 'Round Spinner Assortment 6 each of:

- M219P 101 Cozy Casseroles **New!**
- M231P 101 Cupcake Cookie & Brownie Recipes
- M933P 101 Easy Everyday Recipes
- M223P 101 Hearty Recipes
- M251P 101 Slow Cooker Recipes
- M668P 101 Soup, Salad & Sandwiches
- M911P Best-Ever Cookies
- M857P Farmhouse Kitchen
- M217P Fresh from the Farmstand
- M227P Homestyle in a Hurry
- M700P Meals in Minutes
10th Anniversary Edition **New!**
- M292P Mom's Very Best Recipes
- M215P Rush Hour Recipes
- M256P Simple Shortcut Recipes **New!**
- M233P Sunday Dinner at Grandma's
- M824P Super-Fast Slow Cooking

#D216W 2012 Year 'Round Assortment
& Wire Spinner Rack

Want to design your own assortment?

#M499 Wire Spinner Rack

Free with 8 cases of hardcover or 101 series cookbooks



2-Pocket Shelf Display for Hardcover Cookbooks

Great for small spaces and to fit in with your other books, our 2-pocket corrugated display will hold our hardcover cookbooks and is FREE with purchase of 6 each of 2 titles. (8-3/4"H x 15-1/2"W x 8-1/2"D)

#M274P 2-Pocket Shelf Display for Hardcover

Wholesale Price

FREE with qualified purchase

Stand-Alone Corrugated Floor Displays



Fill it with
6 Hardcover
titles and
the display
is FREE!

One national home & craft
chain started using these displays
and saw an **86% increase in sales**
in just two quarters...that's the power
of floor and shelf displays!



Fill it with
3 Hardcover &
6 Our Favorite
titles and the
display is
FREE!

1. Choose 6 hardcover titles, purchase 6 of each and the display is FREE!

#M353W Corrugated Hardcover Floor Display

*Corrugated floor
displays are
61"H x 13"W x 12"D.*

2. Choose 3 hardcover titles & purchase 6 of each, then pick 6 **Our Favorite** titles & purchase 10 of each...get this combo display for FREE!

#M287W Corrugated Combo Floor Display

More Ways to Display the Our Favorite Collection!



**LOW
minimum
for free
display!**

6-Pocket Shelf Display

#M393P 6-Pocket Shelf Display
for Our Favorites

Just purchase 36 books from the **Our Favorite** collection and you'll receive this pre-assembled corrugated display for FREE!

(14-3/4"H x 14-1/2"W x 12-1/2"D)

Corrugated Insert for Spinner Rack

#M497 Corrugated Insert
for Spinner Rack

Purchase 6 each of 2 titles from this collection and this display is FREE!
Fits right inside our wire spinner rack, sold on opposite page.



(8-1/2"H x 7"W x 5"D)

Our Favorite Recipes Collection

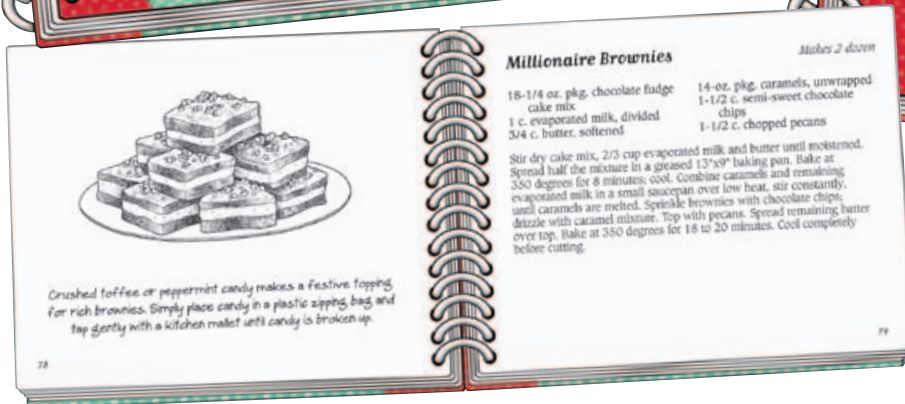
With their low retail price, these cookbooks are irresistible impulse buys and in a handy purse-friendly size, they're just right to take along to the grocery. Great for gift baskets, stocking stuffers and teacher gifts too, each has over 60 recipes and time-saving tips. Softcover, 128 pages each. (4-1/4" x 5-1/2")



#M243P Our Favorite Cake Mix Recipes
UPC: 820744105607



#M711P Our Favorite Kid-Friendly Recipes
UPC: 820744105775



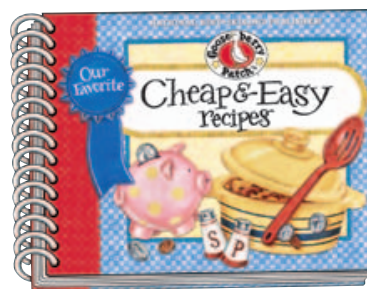
Displays for this budget-friendly series available on page 9!



#M943P Our Favorite Appetizer Recipes
UPC: 820744862050



#M956P Our Favorite Breakfast & Brunch Recipes
UPC: 820744413078



#M486P Our Favorite Cheap & Easy Recipes
UPC: 820744443112



#M968P Our Favorite Chicken Recipes
UPC: 820744416109



#M628P Our Favorite Christmas Recipes
UPC: 820744448148



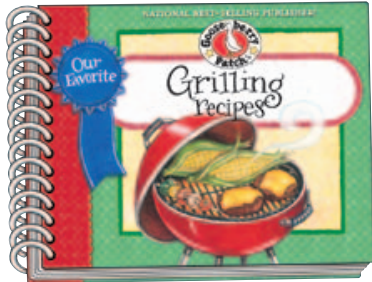
#M232P Our Favorite Comfort Foods Recipes
UPC: 820744308244



#M242P Our Favorite Freezer-Friendly Recipes
UPC: 820744374256



#M224P Our Favorite Game-Day Recipes
UPC: 820744100381



#M950P Our Favorite Grilling Recipes
UPC: 820744870062



#M962P Our Favorite Ground Beef Recipes
UPC: 820744415096



#M295P Our Favorite Harvest Recipes
UPC: 820744478176



#M228P Our Favorite Melts & Wraps Recipes
UPC: 820744307230



#M592P Our Favorite Money-Saving Recipes
UPC: 820744306226



#M649P Our Favorite Noodles & Rice Recipes
UPC: 820744305212



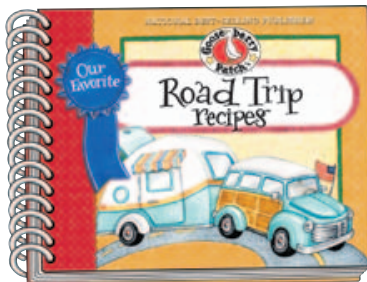
#M662P Our Favorite Potato Recipes
UPC: 820744486195



#M470P Our Favorite Quick & Easy Recipes
UPC: 820744692022



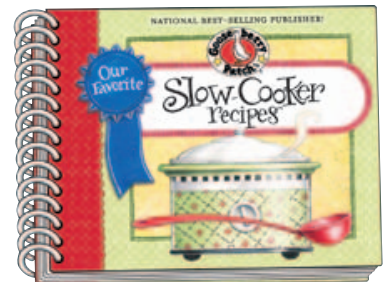
#M788P Our Favorite Recipes for One or Two
UPC: 820744100398



#M527P Our Favorite Road Trip Recipes
UPC: 820744444126



#M741P Our Favorite Slow-Cooker Chicken & Beef Recipes
UPC: 820744139695



#M429P Our Favorite Slow-Cooker Recipes
UPC: 820744692015



#M676P Our Favorite Soup & Bread Recipes
UPC: 820744139701



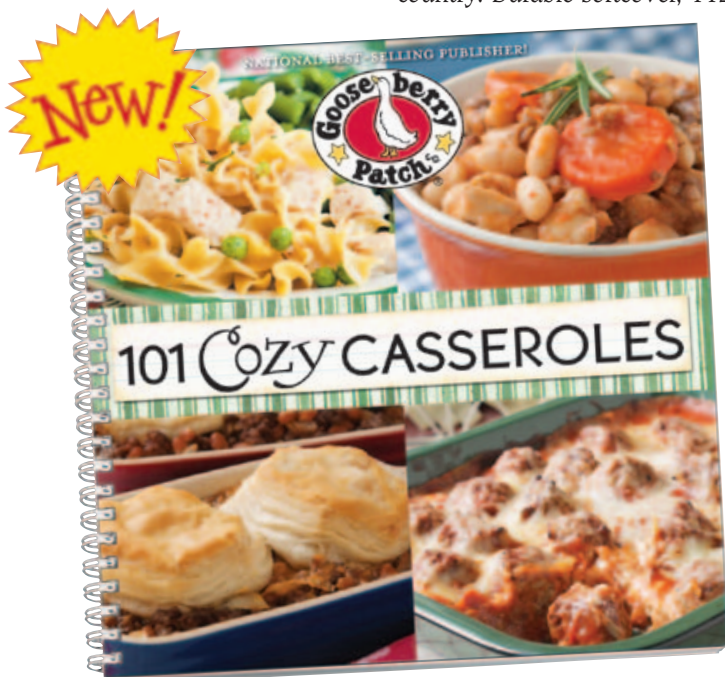
#M667P Our Favorite Speedy Slow-Cooker Recipes
UPC: 820744375260



#M556P Our Favorite Take-Out Recipes
UPC: 820744479180

101 Cookbook Collection

With year 'round appeal, our 101 Cookbook Collection is filled with 101 full-color photos so cooks will know just what to expect. As in our best-selling comb-bound cookbooks, the simple (and impressive!) recipes in this collection all come from everyday cooks in kitchens across the country. Durable softcover, 112 pages each. (8-1/2" x 8-1/2")



M219P 101 Cozy Casseroles
UPC: 820744193550



M699P 101 Breakfast & Brunch Recipes
UPC: 820744193857

"Gooseberry Patch cookbooks have been a favorite in our store for the past 10 years! It's always fun to thumb through the newest books, but when the 101 Cookbook Collection Series came out - WOW! It really won our hearts!"

— Brenda Dani, Owner
The Dixboro General Store



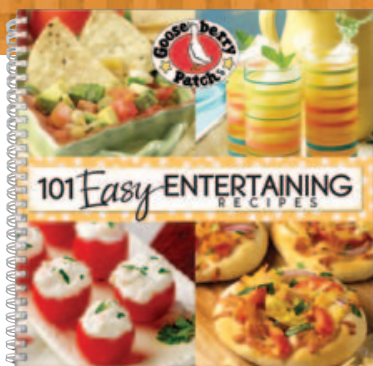
#M284P 101 Autumn Recipes
UPC: 820744834095



#M789P 101 Christmas Recipes
UPC: 820744834774



#M231P 101 Cupcake, Cookie & Brownie Recipes
UPC: 820744834101



#M718P 101 Easy Entertaining Recipes
UPC: 820744834675



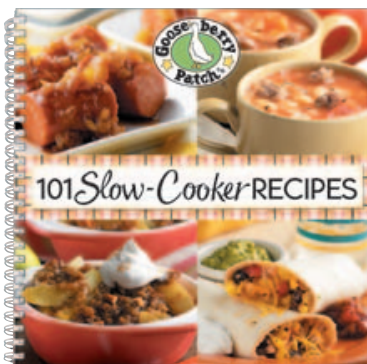
#M933P 101 Easy Everyday Recipes
UPC: 820744834118



#M223P 101 Hearty Recipes
UPC: 820744834132



#M275P 101 Homestyle Favorites
UPC: 820744834194



#M251P 101 Slow-Cooker Recipes
UPC: 820744834842



#M668P 101 Soups, Salads & Sandwiches
UPC: 820744033108



2-Pocket Shelf Display for 101 Cookbook Collection

Great for small spaces and to fit in with your other books, our 2-pocket corrugated display will hold 12 copies each of two titles from our **101 Collection**...it's FREE with qualified purchase. (8"H x 18-1/2"W x 8-1/2"D)

#M274P-101 2-Pocket 101 Recipes Counter Display

Cookbooks from our 101 Collection also fit on the bottom 2 rows of our wire spinner rack found on page 8.

Fill it with 6 titles from our 101 Collection and the display is FREE!

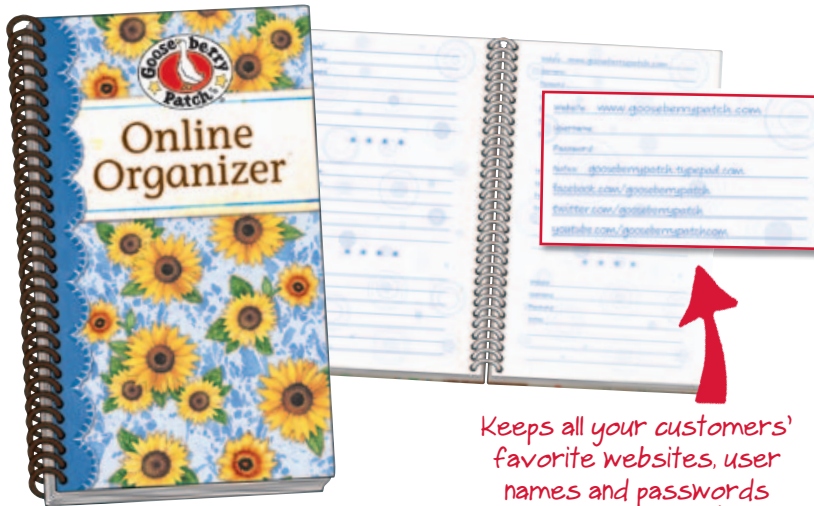
Stand-Alone Corrugated Display for 101 Cookbook Collection

Choose 6 titles from our **101 Collection**, purchase 6 of each title and the display is FREE! (61"H x 13"W x 12"D)

#M800W 6-Pocket 101 Recipes Floor Display



Brand New Organizer Collection



#N610P Sunflower Online Organizer
UPC: 820744990012

Keeps all your customers' favorite websites, user names and passwords all in one place!



#N615P Tree of Hearts Coupon Keeper
UPC: 820744190023

16 labeled pockets keep customers' coupons organized and makes grocery shopping easier than ever!



#N616P Stripes Online Organizer
UPC: 820744990036



#N614P Green Leaf Online Organizer
UPC: 820744990029



6-Pocket Shelf Display for Online Organizers and Coupon Keepers

Corrugated shelf display has room for our complete collection of Online Organizers and Coupon Keepers...show off all the new designs! Each pocket holds 6 Online Organizers or 3 Coupon Keepers. Get it FREE with 27 units listed.
(16-3/4"H x 10-3/4"W x 9-3/4"D)

#N116P 6-Pocket Shelf Display for Online Organizers & Coupon Keepers



#N611P Honeycomb Coupon Keeper
UPC: 820744190016



#N622P Cut & Save Coupon Keeper
UPC: 820744190030

Giftable Hardcover Series

Tiny Tips Collection

Hundreds of our best-loved inspiring ideas and time-saving tips all wrapped up in a sweet little size...what's not to love about our Tiny Tips Collection? Customers will enjoy collecting them all and they make a perfect gift for friends and family too! Their low retail makes them an easy impulse buy...display all 4 titles together and keep 'em coming back for more! Perfect-bound hardcover, 96 pages. (5-1/4" sq.)



4-Pocket Shelf Display for Tiny Tips Collection

#N108P 4-Pocket Shelf Display for Tiny Tips Collection

Just purchase 24 books from the **Tiny Tips** collection and you'll receive this pre-assembled corrugated display for FREE!



#N916P
Tiny Tips for the Kitchen
UPC: 820744203921



#N907P
Tiny Tips for a Cozy Home
UPC: 820744203907



#N818P
Tiny Tips for Get-Togethers
UPC: 820744203914



#N809P
Tiny Tips for Gifts to Make & Give
UPC: 820744203938

Kids Cookbook Collection

Created exclusively for little cooks, **Kids in the Kitchen** and **Kids in the Kitchen Year 'Round Fun** are ready to inspire beginners everywhere! Filled with over 35 kid-friendly recipes, each has wipeable pages and cover for quick clean-up. Whether celebrating a holiday or every day, junior chefs (and their moms!) will love cookin' up some fun! Durable softcover, 80 pages. (9" x 6")

Don't miss *Our Favorite Kid-Friendly Recipes*, a brand new title on page 10!



#M878P Kids in the Kitchen
UPC: 820744114012



#M975P Kids in the Kitchen Year 'Round Fun
UPC: 820744834415

2013 Calendar Collection

52%
Discount
on all 2012
Calendars

New!



Wall Calendar

Stock up now...our wall calendars are always bestsellers! Customers love the warmth of our watercolor artwork and with a new recipe to try each month, it's sure to keep them inspired all year long. With plenty of room for jotting notes and noting special occasions, it's perfect for kitchen or office! (24" x 12")

Appointment Calendar

A customer favorite! Buyers love taking a little Gooseberry Patch on the go, and with fresh-picked recipes, tips to inspire and our sunny artwork, our 2013 12-month Appointment Calendar is a handy companion. Includes weekly and monthly overviews, room for notes and pockets for storage. Durable softcover, 112 pages. (8-1/2" x 5-1/4")



#N901P
Wall Calendar
UPC: 820744775138



#N903P
Appointment Calendar
UPC: 820744782136



New!

Pocket Calendar

With its low retail and purse-friendly size, our 2013 Pocket Calendar is an easy sale at the register. Sprinkled with our whimsical artwork and inspiring quotes, there's still plenty of room to keep track of important dates. (5-3/4" x 4-1/2")



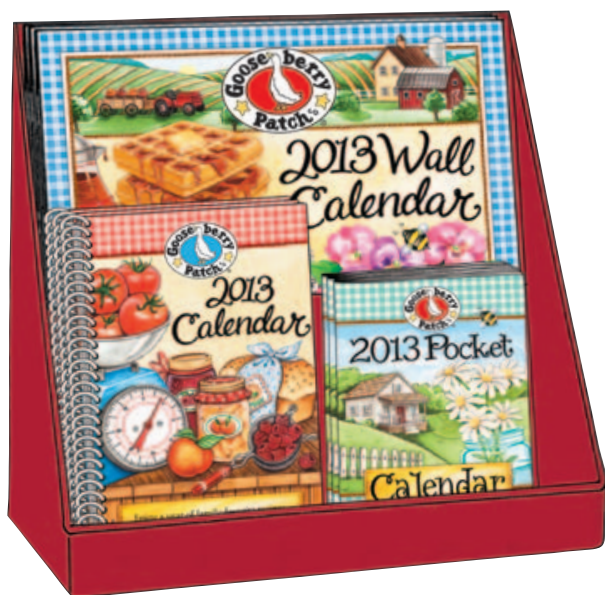
#N906P
Pocket Calendar
UPC: 820744799134



3-Pocket Shelf Display with Calendar Collection

Corrugated display has room for our Wall, Appointment and Pocket calendars...a whole collection at their fingertips! Get it FREE with 24 units listed and at 52% off retail! (62-3/4"H x 13-1/2"W x 14"D)

#N106P_2013 3-Pocket Shelf Display for Calendar Collection



6 Wall Calendars
6 Appointment Calendars
12 Pocket Calendars

Tip-A-Day Calendar Every Day Calendar

Customers can use them year after year! Both of our perpetual calendars are filled with a whole year's worth of our best kitchen tips & recipes and are backed with a sturdy easel. Each is easy to display out-of-box in your store and will be right at home on customers' desktops and kitchen countertops too! (Tip-A-Day Calendar, 5-1/2" x 4-1/4"; Every Day Calendar, 6-3/4" x 6")



#M837P
Every Day
Calendar
UPC:
820744331051



#M678P
Tip-A-Day Calendar
UPC: 820744834521

Brand New Kitchenware Collection!

Passionate **Gooseberry Patch** collectors have been clamoring for more kitchenware and home goods for years...we hear requests almost every day on Facebook! Now YOU can deliver exactly what they want.

We've partnered with **Knack3** to create a fun and functional home & kitchen line that's immediately recognizable as **Gooseberry Patch**. With three assortment sizes, our hope is that they'll fit into any store's floor plan and budget.

Brimming with country-inspired charm, the bright and modern dinnerware and kitchen textiles are easy to mix & match. Affordably priced and durable too, this collection offers an irresistible way for customers to add holiday cheer this year...and for years to come!

You know they love collecting our cookbooks, but these hardgoods add a whole new dimension...and it's sure to add lots more to your bottom line as well!

Product
ships
10/1/12*

*FOB - Buffalo, NY
Kitchenware ships separately
from cookbooks, calendars
and organizers.

Solids will carry
over into year
'round collections
coming soon...
no markdowns
needed!



With solid colors and mix & match patterns to complement, our new kitchenwares capture the spirit of Gooseberry Patch that collectors love.

Call or email our friendly wholesale team for additional product details, including suggested retail price and UPC for each piece...we'll be happy to help!

Large Assortment**

QTY

Tableware

Scalloped Melamine Salad Bowl with Printed Detail	12
Scalloped Melamine Dinner Bowl - Red, Green, Cream	12 each color
Scalloped Melamine Dinner Plate - Red, Green, Cream	12 each color
14" 'Tis the Season Chip & Dip Melamine Serving Dish	6
15" 'Tis the Season Round Melamine Serving Tray	6
2-pc. Heartfelt Christmas Stoneware Salad Set	12
2-pc. Gingham Stoneware Salad Sets - Red, Green	12 each color
8-pc. Solid Color Dinnerware Set - Red, Green, Cream	6 each color
<i>(Each set includes 2 dinner plates, 2 salad plates, 2 bowls and 2 mugs.)</i>	

Drinkware

2-pc. Heartfelt Christmas Stoneware Mug Set	12
2-pc. Gingham Stoneware Mug Set - Red, Green	6 each color
2-pc. Wine & Water Glassware - Clear	12 each style
Small Acrylic Tumbler - Red, Green, Clear	12 each color
Acrylic Wine Glass - Red, Green, Clear	12 each color
Jumbo Acrylic Tumbler - Red, Green, Clear	12 each color

Textiles

2-pc. Heartfelt Christmas Towel Set - Red, Green	6 each color
2-pc. Heartfelt Christmas Oven & Pot Mitt Set	6
2-pc. Gingham & Ticking Towel Set - Red, Green	6 each color
Solid Color Cotton Placemats - Red, Green	18 each color
Solid Color Cotton Placemats - Cream	12

Special Gift Sets

2 Heartfelt Christmas Stoneware Mugs & Cookbook	6
2 Heartfelt Christmas Stoneware Salad Plates & Cookbook	6
3-pc. Kitchen Textile Set & Cookbook	6
<i>(Includes Heartfelt Christmas oven & pot mitts and terry towel.)</i>	
Cocoa Christmas Soy Candle & Cookbook	6
Gingerbread Christmas Soy Candle & Cookbook	6
Candy Cane Christmas Soy Candle & Cookbook	6

#KC12L Large Kitchenware Assortment (726 pieces)

Small Assortment**

QTY

Tableware

Scalloped Melamine Salad Bowl with Printed Detail	12
Scalloped Melamine Dinner Bowl - Red, Green	12 each color
Scalloped Melamine Dinner Plate - Red, Green	12 each color
14" 'Tis the Season Chip & Dip Melamine Serving Dish	6
15" 'Tis the Season Round Melamine Serving Tray	6
2-pc. Heartfelt Christmas Stoneware Salad Set	6
8-pc. Solid Color Dinnerware Set - Red, Cream	2 each color
<i>(Each set includes 2 dinner plates, 2 salad plates, 2 bowls and 2 mugs.)</i>	

Drinkware

2-pc. Heartfelt Christmas Stoneware Mug Set	6
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Textiles

2-pc. Heartfelt Christmas Towel Set - Red, Green	6 each color
2-pc. Heartfelt Christmas Oven & Pot Mitt Set	6
Solid Color Cotton Placemats - Red, Green	12 each color

#KC12S Small Kitchenware Assortment (246 pieces)

Medium Assortment**

QTY

Tableware

Scalloped Melamine Salad Bowl with Printed Detail	12
Scalloped Melamine Dinner Bowl - Red, Green	12 each color
Scalloped Melamine Dinner Plate - Red, Green	12 each color
14" 'Tis the Season Chip & Dip Melamine Serving Dish	6
15" 'Tis the Season Round Melamine Serving Tray	6
2-pc. Heartfelt Christmas Stoneware Salad Set	6
2-pc. Gingham Stoneware Salad Sets - Red	6
8-pc. Solid Color Dinnerware Set - Red, Cream	4 each color
<i>(Each set includes 2 dinner plates, 2 salad plates, 2 bowls and 2 mugs.)</i>	

Drinkware

2-pc. Heartfelt Christmas Stoneware Mug Set	6
2-pc. Gingham Stoneware Mug Set - Red	6
2-pc. Wine & Water Glassware - Clear	6 each style
Small Acrylic Tumbler - Green, Clear	12 each color
Acrylic Wine Glass - Green, Clear	12 each color
Jumbo Acrylic Tumbler - Green, Clear	12 each color

Textiles

2-pc. Heartfelt Christmas Towel Set - Red, Green	6 each color
2-pc. Heartfelt Christmas Oven & Pot Mitt Set	6
Solid Color Cotton Placemats - Red, Green	12 each color

Special Gift Sets

2 Heartfelt Christmas Stoneware Mugs & Cookbook	6
3-pc. Kitchen Textile Set & Cookbook	6
<i>(Includes Heartfelt Christmas oven & pot mitts and terry towel.)</i>	
Gingerbread Christmas Soy Candle & Cookbook	6
Candy Cane Christmas Soy Candle & Cookbook	6

#KC12M Medium Kitchenware Assortment (468 pieces)

****MOQ = 1 Assortment. Any additional items from the Collection may be added.**



Many pieces arrive pre-packaged in our branded boxes, keeping sets together while still allowing customers to take a peek!



Put Social Media to Work for YOU!



- ★ We email a list of nearly **400,000 opt-in customers** with a link to our Store Locator. **Get listed** so they can all find you!
- ★ We have over **122,000 fans on Facebook** right now. **Post on our Wall** and get instant exposure to all of them!
- ★ Free **product training videos** at www.gooseberrypatch.com/wholesale.
- ★ **Share photos of your store displays** of our books and we'll share them with the hundreds of folks who visit our blog every day!

- ★ You're always welcome to **promote your store on our Wall** on Facebook! Not sure what to say? Just post something like this:



Dixboro General Store

We just received The Harvest Table in our store! Stop by at 5206 Plymouth Road, Ann Arbor, MI 48105 or give us a call today at 734-663-5558!

6 hours ago

2 people like this.

- ★ All this means **instant access to potential customers** and influence over where they shop - we'll point them (and their wallets!) to YOU!

Even More Ways We'll Help You Sell...

Use our Window Cling

- Put it in your front window or at the entrance and customers will know right away that you're a supplier of cookbooks!
- Place a \$250 order to get one.
- Great visibility!
Measures 4"H x 4"W.



#M255P
Gooseberry
Patch
Window
Cling

Get Listed in our Store Locator



- We know customers are using it! It's the **#1 most-clicked link on our homepage!**
- Spend \$250 per quarter to be included.
- Get listed and we'll be happy to point shoppers (and their wallets!) your way!

We also offer...

- Illustrated images available for your marketing needs...just email us!
- An expanded selection of **FREE** cookbook display options that'll make the most of your store's space!

We have representation in these permanent gift markets.

Atlanta

Gib Carson Associates
AmericasMart • Bldg 2 - #1319
1-800-476-7331
800-695-5399(fax)
info@gibcarson.com
AL, DC, DE, FL, GA, MD, MS,
NC, NJ, Eastern PA, SC, TN,
VA, WV

Columbus

Gennari & Company
Columbus Marketplace
Room A-18
1-888-480-4868
419-609-9093(fax)
GennariCo@aol.com
OH, Western PA

Dallas

Ron Bauman & Associates
Dallas Trade Mart • Room 2999
1-800-666-6261
214-748-3313 (fax)
rbashowroom@flash.net
AR, LA, OK, TX

Denver

Jubilations
Denver Merchandise Mart
Room 1122
1-866-232-1025
303-382-2990 (fax)
CO, UT, WY

Los Angeles

California Marketing Associates
CA Market Center - C1300
1-800-874-6716
213-452-7010 (fax)
sales@cmagifts.com
AZ, CA, HI, NM & NV

Michigan

Alger Sales Associates
1-800-287-5002
1-800-287-5063 (fax)
info@Algersales.com
www.algersales.com

Minneapolis

Markwest, Inc.
Minneapolis Gift Mart
Room Orange 317
1-800-328-3854
952-932-0817 (fax)
MN, ND, SD, WI

Seattle

North Bay Marketing
Pacific Market Center
Suite 132
1-888-639-0260
877-641-1455 (fax)
info@northbaymarketing.com
AK, ID, MT, OR, WA

IA, KS, MO, NE

Schaefer Associates, Inc.
1-800-825-0186
314-426-4448 (fax)
St. Louis showroom by appt.
Schaefershowroom@aol.com
www.shopschaefer.com

IL, IN, KY

Meyers Sales & Marketing
Phone & Fax: 1-800-579-5727
michael@meyerssales.com
www.meyerssales.com

CT, ME, MA, NH, VT, RI, NY

Van Carson & Company
1-800-476-7331
800-695-5399 (fax)
info@vancarson.com
www.vancarson.com

Canada

Waresitat.com
Unit 1-4, 6705 Tomken Rd.
Mississauga Ontario, L5T 2J6
www.waresitat.com
service@waresitat.com
905-564-0335

CHECK US OUT at the following shows

Atlanta International Gift Market

7/13-7/17
AmericasMart Bldg. 2,
West Wing - 2nd Floor,
Booth #523
Atlanta, GA

Purchasing Power Plus Atlanta Event

7/14
AmericasMart Bldg. 3,
Fashion Theater - 15th Floor
Atlanta, GA

International Christian Show

7/15-7/18
Orlando County Convention
Center
Advocate Distribution

Philadelphia Gift Show

7/22-7/25
Greater Philadelphia Expo
Center
Gib Carson & Assoc. Booth
Oaks, PA

Toronto Gift Show

8/12-8/15
Toronto International Centre
Waresitat.com Hall 3
Toronto, Canada

Ace Hardware Fall Market

8/16-8/18
McCormick Place
Chicago, IL

Orgill Fall Dealer Market

8/16-8/18
Sands Expo Center
Las Vegas, NV

Mid-States Distributing Big Show

8/26-8/28
Minneapolis Convention
Center
Minneapolis, MN

True Value Fall Market

9/21-9/23
Salt Palace Convention Center
Salt Lake City, UT

Do It Best Hardware Fall Market

10/13-10/15
Indianapolis Convention
Center
Indianapolis, IN

Smoky Mountain Gift Show

11/7-11/10
Gib Carson & Assoc. Booth
Gatlinburg, TN

**Stop by our booth to see
new books in person and
take advantage of our specials
available ONLY at the shows!**

Gooseberry Patch is a preferred vendor to:

- Ace Hardware
- Catalog Network
- CDMA
- Do It Best
- Empire Pharmacy
- Hallmark Edge
- HDI – Horizon Dist.
- Mid-States Distributing
- Mutual Drug
- Orgill
- Palmer Marketing
- Purchasing Power Plus
- Retail Advantage Group
- Southwest Buying Group
- True Value
- United Hardware
- Variety Distributors, Inc.
- Wheatbelt

Call us for pricing & terms.

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email: wholesale@gooseberrypatch.com



2500 Farmers Drive, #110 • Columbus, Ohio 43235

Order Date: _____ Requested Ship Date: _____

BILL TO: _____

Contact Name: _____

Address: _____

City: _____

State: _____ Zip Code: _____

Phone: (_____) _____

Fax: _____

Email: _____

Website Address: _____

Customer #: _____

Tax ID #: _____

SHIP TO: _____

Address: _____

City: _____

State: _____ Zip Code: _____

Phone: (_____) _____

METHOD OF PAYMENT:

☐ Check or Money Order

☐ Mastercard

☐ Visa

☐ Discover

☐ American Express

☐ Established Account

DOMESTIC SHIPPING & HANDLING CHARGES

Merchandise Total: Standard Delivery:

up to \$69 \$9.95

\$70 - \$149.99 10%

\$150 - \$499.99 9%

\$500 - \$1499.99 8%

\$1500 - \$4999.99 7%

\$5000 and above Actual + 3%

Card Number:

□□□□ □□□□ □□□□ □□□□

Exp. Date: _____ □□□□ (CIV code)

Your Signature: _____

Call us toll-free from 9 am - 5 pm EST at:

1-877-854-7400



Or fax us at:

1-614-923-7790

Email: wholesale@gooseberrypatch.com

If you have questions or a concern with your order,
please call 1-877-854-7400 within 10 days of receipt.

All wholesale purchases are non-refundable.

Hardcover and Softcover Cookbook Collection

Minimum Order: At least 3 per title, in increments of 12. May be mixed with 101 Series.

QTY	Item #	Description	Suggested Retail	Wholesale Price
	#M863P	5 Ingredients or Less!	\$16.95	
	#M918P	Almost Homemade	\$16.95	
	#M961P	Autumn in the Country	\$16.95	
	#M845P	Autumn with Family & Friends	\$16.95	
	#M920P	Best-Ever Casseroles	\$16.95	
	#M911P	Best-Ever Cookies	\$16.95	
	#M836P	Christmas Cookie Jar	\$16.95	
	#M970P	Christmas in the Country	\$16.95	
	#M723P	Christmas Kitchen	\$16.95	
	#M792P	Christmas with Family & Friends	\$16.95	
	#M974P	Church Suppers	\$16.95	
	#M891P	Come On Over	\$16.95	
	#M819P	Comfort Foods	\$16.95	
	#M895P	Comfort & Joy	\$16.95	
	#M568P	Dinners on a Dime	\$16.95	
	#M557P	Farmers' Market Favorites	\$16.95	
	#M535P	Farmhouse Christmas	\$16.95	
	#M857P	Farmhouse Kitchen	\$16.95	
	#M589P	Fast-Fix Meals	\$16.95	
	#M217P	Fresh from the Farmstand	\$16.95	
	#M784P	Harvest Kitchen	\$16.95	
	#M955P	Homemade Christmas	\$16.95	
	#M797P	Homemade Harvest	\$16.95	
	#M227P	Homestyle in a Hurry	\$16.95	
	#M700P	Meals In Minutes 10th Anniversary Edition NEW!	\$16.95	
	#M292P	Mom's Very Best Recipes	\$16.95	
	#M868P	More Gifts for Giving	\$16.95	
	#M912P	One-Pot Meals	\$16.95	
	#M212P	Quick & Easy Autumn	\$16.95	
	#M213P	Quick & Easy Christmas	\$16.95	
	#M958P	Ready, Set, Eat!	\$16.95	
	#M215P	Rush-Hour Recipes	\$16.95	
	#M256P	Simple Shortcut Recipes NEW!	\$16.95	
	#M947P	Slow-Cooker Recipes	\$16.95	
	#M265P	Slow Cookers, Casseroles & Skillets	\$16.95	
	#M954P	Speedy Suppers	\$16.95	
	#M561P	Summer in the Country	\$16.95	
	#M233P	Sunday Dinner at Grandma's	\$16.95	
	#M824P	Super-Fast Slow Cooking	\$16.95	
	#M852P	Sweet & Simple	\$16.95	
	#M225P	The Christmas Table NEW!	\$16.95	
	#M253P	The Harvest Table NEW!	\$16.95	
	#M878P	Kids in the Kitchen	\$16.95	
	#M975P	Kids in the Kitchen Year 'Round Fun	\$16.95	

101 Series Cookbook Collection

Minimum Order: At least 3 per title, in increments of 12. May be mixed with hardcover titles.

QTY	Item #	Description	Suggested Retail	Wholesale Price
	#M284P	101 Autumn Recipes	\$14.95	
	#M699P	101 Breakfast & Brunch Recipes <i>Avail. 8/12</i>	\$14.95	
	#M789P	101 Christmas Recipes	\$14.95	
	#M219P	101 Cozy Casseroles <i>New!</i>	\$14.95	
	#M231P	101 Cupcake, Cookie & Brownie Recipes	\$14.95	
	#M718P	101 Easy Entertaining Recipes	\$14.95	
	#M933P	101 Easy Everyday Recipes	\$14.95	
	#M223P	101 Hearty Recipes	\$14.95	
	#M275P	101 Homestyle Favorites	\$14.95	
	#M251P	101 Slow-Cooker Recipes	\$14.95	
	#M668P	101 Soups, Salads & Sandwiches	\$14.95	

Hardcover & 101 Series Display Units

	#D205W	2012 Seasonal Assortment & Wire Spinner Rack	
	#D216W	2012 Year 'Round Assortment & Wire Spinner Rack	
	#M353W	Corrugated Hardcover Floor Display	<i>FREE with qualified purchase</i>
	#M287W	Corrugated Combo Floor Display	<i>FREE with qualified purchase</i>
	#M274P	2-Pocket Shelf Display for Hardcover	<i>FREE with qualified purchase</i>
	#M274P-101	2-Pocket Shelf Display for 101 Collection	<i>FREE with qualified purchase</i>
	#M800W	Corrugated 101 Series Floor Display	<i>FREE with qualified purchase</i>
	#M499	Wire Spinner Rack	<i>FREE with qualified purchase</i>
	#M499	Wire Spinner Rack without qualified purchase	

Tiny Tips Series

Minimum Order: At least 6 per title.

QTY	Item #	Description	Suggested Retail	Wholesale Price
	#N907P	Tiny Tips for a Cozy Home	\$8.95	
	#N818P	Tiny Tips for Get-Togethers	\$8.95	
	#N809P	Tiny Tips for Gifts to Make & Give	\$8.95	
	#N916P	Tiny Tips for the Kitchen		

Tiny Tips Display Unit

	#N108P	Tiny Tips Series Display	<i>FREE with qualified purchase</i>
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Organizers

Minimum Order: At least 6 per title.

QTY	Item #	Description	Suggested Retail	Wholesale Price
	#N614P	Green Leaf Online Organizer <i>New!</i>	\$7.95	
	#N616P	Stripes Online Organizer <i>New!</i>	\$7.95	
	#N610P	Sunflower Online Organizer <i>New!</i>	\$7.95	
	#N622P	Cut & Save Coupon Keeper <i>New!</i>	\$7.95	
	#N611P	Honeycomb Coupon Keeper <i>New!</i>	\$7.95	
	#N615P	Hearts & Tree Coupon Keeper <i>New!</i>	\$7.95	

Organizers Display Unit

	#N116P	Organizer Tabletop Display	<i>FREE with qualified purchase</i>
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Our Favorite Recipes Collection

Minimum Order: At least 6 per title

QTY	Item #	Description	Suggested Retail	Wholesale Price
	#M943P	Our Favorite Appetizer Recipes	\$7.95	
	#M956P	Our Favorite Breakfast & Brunch Recipes	\$7.95	
	#M243P	Our Favorite Cake Mix Recipes <i>New!</i>	\$7.95	
	#M486P	Our Favorite Cheap & Easy Recipes	\$7.95	
	#M968P	Our Favorite Chicken Recipes	\$7.95	
	#M628P	Our Favorite Christmas Recipes	\$7.95	
	#M232P	Our Favorite Comfort Food Recipes	\$7.95	
	#M242P	Our Favorite Freezer-Friendly Recipes	\$7.95	
	#M224P	Our Favorite Game-Day Recipes	\$7.95	
	#M950P	Our Favorite Grilling Recipes	\$7.95	
	#M962P	Our Favorite Ground Beef Recipes	\$7.95	
	#M295P	Our Favorite Harvest Recipes	\$7.95	
	#M711P	Our Favorite Kid-Friendly Recipes <i>New!</i>	\$7.95	
	#M228P	Our Favorite Melts & Wraps	\$7.95	
	#M592P	Our Favorite Money-Saving Recipes	\$7.95	
	#M649P	Our Favorite Noodles & Rice Recipes	\$7.95	
	#M662P	Our Favorite Potato Recipes	\$7.95	
	#M470P	Our Favorite Quick & Easy Recipes	\$7.95	
	#M788P	Our Favorite Recipes for One or Two	\$7.95	
	#M527P	Our Favorite Road Trip Recipes	\$7.95	
	#M741P	Our Favorite Slow-Cooker Chicken and Beef Recipes	\$7.95	
	#M429P	Our Favorite Slow-Cooker Recipes	\$7.95	
	#M676P	Our Favorite Soup and Bread Recipes	\$7.95	
	#M667P	Our Favorite Speedy Slow-Cooker Recipes	\$7.95	
	#M556P	Our Favorite Take-Out Recipes	\$7.95	

Our Favorite Recipes Collection Display Units

	#M497	Corrugated Insert for Spinner Rack	<i>FREE with qualified purchase</i>
	#M393P	6-Pocket Countertop Display	<i>FREE with qualified purchase</i>

Calendars

Minimum Order: At least 6 per style.

QTY	Item #	Description	Suggested Retail	Wholesale Price
	#N901P	2013 Wall Calendar <i>New!</i>	\$12.95	
	#N903P	2013 Appointment Calendar <i>New!</i>	\$14.95	
	#N906P	2013 Pocket Calendar <i>New!</i>	\$5.95	
	#M837P	Every Day Calendar	\$12.95	
	#M678P	Tip-A-Day Calendar	\$12.95	

Complete Calendar Collection Tabletop Display

	#N106P_2013	Calendar Collection Tabletop Display		
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New! Kitchenware

Ships separately 10/1/12. FOB - Buffalo, NY

QTY	Item #	Description	Suggested Retail	Wholesale Price
	#KC12L	Large Assortment (726 pieces)	\$6,421.74	
	#KC12M	Medium Assortment (468 pieces)	\$4,095.18	
	#KC12S	Small Assortment (246 pieces)	\$2,068.38	



Gooseberry Patch
2500 Farmers Drive, #110
Columbus, OH 43235

PHONE:
1-877-854-7400

FAX:
1-614-923-7790

EMAIL:
wholesale@gooseberrypatch.com

OFFICE LOCATION
AND REMIT TO ADDRESS:

Gooseberry Patch
2500 Farmers Drive, #110
Columbus, OH 43235

WAREHOUSE LOCATION:

c/o FARO Services
6450 LaSalle Drive
Lockbourne, Ohio 43137



Net 30 accounts welcome, upon credit approval.

Our Old-Fashioned Promise to You

We promise to deliver
the products your customers
want, when you need them,
along with friendly, helpful and
courteous customer service.



The Gooseberry Patch Story

Back in 1984, we were next-door neighbors in Delaware, Ohio. We were moms with small children looking for a way to do what we loved and stay home with the kids too. We knew we shared a love of home cooking and making memories with family & friends and, after many a conversation over the backyard fence, **Gooseberry Patch** was born.



Jo Ann & Vickie

We found an immediate connection with our customers and it wasn't long before we began receiving letters, photos and recipes from these new friends. In 1992, we put together our very first cookbook, compiled from hundreds of these recipes and, the rest, as they say, is history.

These days, we're still best-known for our community-style cookbooks and we look forward to offering new titles for years to come. We also offer a complete line of calendars and organizers. Each is sprinkled with our signature recipes and comforting hand-touched style. We'd love to hear from you...please give our friendly wholesale consultants a call at **1-877-854-7400**.

Thanks for your business!
Jo Ann & Vickie