

BUYER'S GUIDE

►PRODUCT BRIEFING, from 31

Santa," "Nicholas, Nicholas," "Donuts For Benny," "I Can Love" and "Fa-La-La." As an added bonus, the DVD includes three Veggie karaoke Christmas fan favorites—"The 8 Polish Foods of Christmas," "Angels We Have Heard On High" and "Away in a Manger."

Orders: 800-876-WORD (9673).

GIFTS

AMONG ANGELS

Jane Seymour
GuidepostsBooks
hardcover, 128 pages, \$14.99
978-0-82494850-4
Oct. 1

Among Angels features actress Seymour's thoughts as well as quotes from literature, faith-based texts and personal stories about angels. Seymour's original art is featured in full color, some done exclusively for this book, which also celebrates those who seem to be "human angels" on earth.

Orders: Call 800-586-2572 or fax 888-815-2759.

IDEALS CHRISTMAS 2010
Ideals Publications
softcover, 64 pages, \$8.99
978-0-824-91325-0
Oct. 1

A family favorite for the Christmas season, *Ideals* magazine's holiday edition

NEW! Righteous Racers

8 DIFFERENT cars packed with FAITH-AFFIRMING CONTENT!

Great Christmas Gifts—Stock up NOW!
800-424-0943 • sales@kerusso.com

CATEGORY KEY

Gourmet treats—finding the sweet spot



By Bill McGee

Gourmet treats are a good way for stores to increase their impulse buys, give a lift to slow-moving products and pep up seasonal sales.

Consumers are recognizing that quality and stylish edibles—like the chocolates we create, wrapped and boxed with scriptural messages—can give a special touch to a wide range of settings, from party and wedding favors to study groups, church welcome packs, classes, seminars and retreats.

Here are some ideas on how your store can add gourmet treats and snacks to your product line and increase your profit margin:

Acting on impulse: Be sure to position displays of your offerings in front of the cash register, where shoppers may spot them and choose to add them to a gift they have already selected for purchase.

Help customers see the items in a

new light—with some creative signage, promote them as a "gift to go."

Speed things up: By pairing pieces of candy or other treats with coffee mugs, gift baskets and dinnerware, you can help bring more attention to slow-moving lines.

Assemble pieces or portions into a clear gift bag. Then accent it with seasonal ribbons or other bright colors for a greeting-card promotion that retails under \$5.

Place selections near your wedding items—planners love to add chocolate to the party favors they are offering.

Add-on advice: To encourage add-on sales, create a display tower of the boxes stacked on top of one another to bring them to shoppers' attention.

Offer a "seasonal sample special"—for example, you could invite shoppers: "Buy ... and receive a box of treats for \$x" or "Buy two and receive x% off."

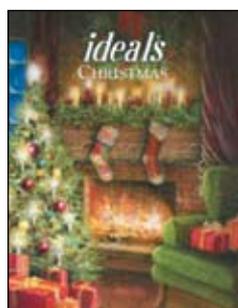
Capitalize on coupons: Everyone loves

a sample or saving. In one of your e-mail blasts, you could include a coupon for "One free piece with \$x purchase."

Another suggestion: distribute a Customer Appreciation Day coupon that promises "One free piece, no purchase necessary." This can help increase traffic and also build future sales, for when it comes to edibles, tasting is believing—and hopefully a sample of what you have to offer will create an appetite for shoppers to share the treats with others.

Our lines include individually wrapped chocolate pieces and mini bags of chocolates, wedding favors and gift boxes of assorted chocolates for Christmas and Valentine's Day. More details are available at our Web site, www.heartandsoulcandies.com.

Bill McGee is CEO of Heart & Soul Candies.



serves as a reminder of the true meaning of Christmas. *Ideals Christmas 2010* features lyrical poetry and prose joined by full-color photographs and fine-art mas-

terpieces. Writer Pamela Kennedy remembers heartfelt gifts exchanged through the years; Eileen Spinelli offers a wintertime poem; and the Christmas story is excerpted from the Bible and illustrated with fine art. Recipes are also included for family holiday gatherings. *Ideals Christmas 2010* comes packaged with the *Ideals Christmas Songbook*, a 16-page collection of sheet music and lyrics of favorite carols.

Orders: Call 800-586-2572 or fax 888-815-2759.

UNWRAPPING HIS PRESENCE
Chris Maxwell
HigherLife Publishing
hardcover, 144 pages, \$16.99
978-1-935-24539-1

This gift book is a collection of short stories, poems, artwork and articles about the true meaning of the Christmas season. With Brent Chitwood's artwork and a few stories by Mary DeMent, Maxwell aims to remind readers of Christ, while addressing the stressful issues people often experience during the month of December and offering lessons to be learned in what is sometimes a season of pain and disappointment.

Orders: 407-563-4806.

MUSIC

BOB & LARRY SING THE 80'S

VeggieTales
Big Idea Entertainment
(Word Distribution)
\$9.99
8-20413-11532-6
Oct. 2

Following the success of *Bob & Larry Sing the 70's*, this collection, produced by Dove Award-winning writer and Producer of the Year Ian Eskelin, presents never-before-performed-by-Veggies versions of classic hits such as "Footloose," "Walk Like an Egyptian," "La Bamba," "Don't Worry Be Happy," "Walking on Sunshine" and "Everybody Have Fun Tonight."

Orders: 800-876-WORD (9673).

ISHINE WORSHIP MANIA
Various artists
iShine/Bema Media (Provident-Integrity Distribution)
\$9.99
8-50346-00229-5
Oct. 5

This collection of today's top 20 worship songs is performed by tweens, most significantly by Radio Disney's Mission Six and The Rubyz, as well as performances by Paige Armstrong, Chelsea Musick, Kylie Jean, Grace Campbell and Siloam.

Orders: 800-333-9000.