

## Balancing Christmas stock

There appears to be two types of personalities when it comes to Christmas – the organised kind which purchased presents and had them wrapped and under the tree in October; and the ‘in denial’ type (like me) which are hiding their heads in the sand and hoping that the shops will still have some gifts left on their shelves on Christmas Eve.

As retailers, it can be a balancing act between not having lots of Christmas stock left after the occasion, yet ensuring that there are last minute purchases to be had too. Of course one way around this dilemma is to ensure that a percentage of stock can be recycled for other gift occasions such as Valentine’s Day and Easter and visitors to Harrogate Christmas & Gift will certainly have a wide selection of such products to choose from.

This year, interspersed among the Christmas trees, tinsel and baubles are numerous exhibitors offering fabulous gift ranges for the home and garden. You will find everything from ornaments, pictures and plaques, cushions and throws, to gardening accessories and lighting suitable for the entire year round.

If you haven’t already, don’t forget to pre-register at [www.harrogatefair.com](http://www.harrogatefair.com) – and if you have colleagues who may be unaware of the show, please forward this link as everyone in the Christmas, Gift and Garden trade industry are very welcome to attend.

## Something for everyone



There are nine stunning Christmas themes on display at the Widdop stand at Harrogate Christmas and Gift. From Silver Sparkle to the stunning Raymond Biggs licensed ‘Snowman’, there’s an amazing choice of decorative home accessories and tree decorations right across the board. The strongly themed collection has been designed to make life easy for all retailers both in terms of their buying selection and their merchandising in store with innovative display solutions across all themes. We are offering great discounts across all themes at the show – definitely not to be missed.

**Visit Widdop on Stand B13.**

## Food for thought

Luxury food items make perfect gifts the whole year round and Arabian speciality company Terra Rossa has a range of top quality extra virgin olive oils and herb mixes, which presented as dipping kits and hampers, sit comfortably in any gift or garden retail setting.



Winner of numerous Great Taste Awards over the last few years, Terra Rossa's products are not only delicious and the finest quality in the world, but are beautifully presented making them not only great for returning purchases but ideal impulse buys for all occasions.

***Visit Terra Rossa on Stand D6a.***



## Hallmark returns

After a successful first show last year, Hallmark returns to Harrogate Christmas & Gift and will be introducing many new items and ranges for Christmas 2016. One of these will be a fantastic 68cm 'Jumbo' wreath, available in twenty different designs - all new for 2016.

With low minimum order quantity across the whole of its products, Hallmark is certainly worth a ***visit on stand C15.***