



buying group

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## GC Buying Group Event Attracts Record Breaking Attendance

**Dallas, February 12** | With over 200 store buyers attending and 170 Vendor tables represented at the Vendor Showcase, this year's Start the Year Member Conference buzzed with excitement for 2019. GC Buying Group announced during the conference in Atlanta the 2019 launch of two new online programs, created to add convenience and opportunity for both vendor and store members. "It was another great Start the Year meeting with many new tools to make 2019 a successful year," added Joe Flannery of Weaver's, Lawrence, KS.

**The B2B Online Ordering Platform** launched in January offers store members the option of ordering and re-ordering products online directly from vendor members - and allows vendor representatives to be included in transactions. Since last month's launch, stores have begun taking advantage of the convenience of online inventory ordering.

**The B2C Online Marketplace** is set to launch Summer of 2019. The marketplace will create an efficient option for independent retailers to sell products online and to retain their customers' data.

### ABOUT GC BUYING GROUP

GC Buying Group Members form the original and leading buying group in the kitchenwares industry. Celebrating 38 years in 2019, GC works to ensure the success of independent retailers.

For more information on GC Buying Group, call (214) 855-0005, email [info@gourmetcatalog.com](mailto:info@gourmetcatalog.com), or visit [gcbuyinggroup.com](http://gcbuyinggroup.com)

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The annual exclusive Vendor Showcase on January 10, 2019 was particularly successful for the number of orders placed during the show. New vendor member, Michelle Zimora, founder of Z-Wraps, commented, "I had a wonderful show, we wrote some great orders and made great connections. Looking forward to keeping these new relationships going."

GC Buying Group and membership are confident about the new year and new programs - as Tricia Genovese of Jura mentioned, "Everyone was very positive about holiday sales and 2019! Looking forward to a great year!"

**Coming Up!** Meet GC Buying Group in Chicago during the International Home and Housewares Show, at booth S2222, March 2-5. GC will host two events at McCormick Place before the show, the annual GC Member Meeting on Friday, March 1, and a Networking Breakfast on March 2.

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January 9, 2019 | Store members at Wednesday's Members-Only meeting



January 10, 2019 | Store and vendor members interact during the Vendor Showcase

