



GC Buying Group

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GC BUYING GROUP WRAPS UP SPRING VIRTUAL SERIES AND PREPS FOR SUMMER EVENT

To facilitate a significant need for informing retailers about new product introductions and perform trainings on existing products, 30+ GC vendor members were selected to make virtual presentations to the GC retail membership. Vendors expressed strong appreciation for the opportunity to interface with retailers in the Group, and stores were eager to make connections, get inspired, and gain knowledge.

According to Janis Johnson, president and founder of GC Buying Group, “While everyone in our industry is absolutely starved for a good market experience, the virtual presentations have been a way to keep stores and vendors connected until they can be together in person at our June Member Conference.”

The Spring Series was a two week program, beginning March 29 and ending April 9. Facilitated by GC Store Coordinator Jaci Milliron, the series resulted in excellent feedback, including this comment from Jennifer McKay at The Kitchen Table, “A big thanks to you and everyone involved in another great continuing education opportunity.”

Regarding changes in the way stores stay connected with vendors, Jennifer went on to say, “Gourmet Catalog has always done a wonderful job of keeping us in touch with the vendors, their products and promotions. I can't take all of my employees to market, but I have enjoyed their opportunity to participate in the virtual series either live or on demand. In fact, even when I've attended the live version I often go back to the demand version for details.”

Another note of appreciation came from Mike Fear, president of Now You're Cooking, who added, “Just a note to say the Spring Virtual Series was very good. I imagine it was a lot of work with a variety of technical issues, but for those of us on this side of the screen, it was tremendously useful.”

Chantal's Jim Salveson remarked, "Gourmet Catalog always offers great support for programs like the Spring Virtual Event and everything else they do; from communicating the event all the way through execution, it's always seamless and professional." In addition, SMEG National Sales Manager Wayne Ackerson, new to the Virtual Series, expressed, ".....we were a bit uncertain of the process and what to expect from a store participation standpoint, both concerns became non-factors. We received great guidance from GC on where to place our focus for the independent retailer as well as a solid interest from member stores post session!"

Johnson continued, by saying "The store and vendor community is feeling more comfortable traveling and gathering in the company of others, with requisite masks and social distancing. Vaccine access of course has been all important to further this opportunity."

Plans are underway for the 2021 GC Member Conference, scheduled for June 23 and 24 at the Dallas Market Center. Stores and vendors will unite for a Member Meeting and Vendor Showcase, including a celebration to honor GC's 40th anniversary.

About GC Buying Group: GC Buying Group Members form the original and leading buying group in the kitchenware and gift industry. Celebrating 40 years in 2021, GC works to ensure the success of independent retailers with a variety of exclusive programs and services, including discounts and terms provided by 200+ vendor members.

For more information on GC Buying Group, call +1-214-855-0005, email: info@gourmetcatalog.com or visit gcbuyinggroup.com.

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