



**GC Buying Group**

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### **Virtual Trainings Benefit GC Buying Group Members**

GC's Summer Series has drawn to a close, prompting Store and Vendor Members to express gratitude for the helpful program that connected them in a virtual way. Without the usual summer markets for reviewing new products, unveiling promos and essential interaction between stores and vendors, GC has allowed members the opportunity to have the next best thing: GC Summer Series presentations, featuring both Live and On-Demand viewing. All sessions have been recorded live and are available for private store access throughout the month of August.

"Martha and I are certainly enjoying the Summer Series this year... Kudos to the GC Team! After missing IHA and not attending a summer market, these presentations are helping us focus, and are giving us fantastic information which will help our Fall Buying," enthused Art Nading, The Extra Ingredient. Art went on to express appreciation to the GC team by saying, "Thank you for all you are doing!"

Vendor participants for the July/August Summer Series:

Betty Bossi | Capresso | Chantal | Chosen Payments | Clipper Corp/ Viking | The Cookware Company | Cristel | Cuisinart | Delilah Home | DKB | Dreamfarm | Epicurean | FC Brands | Frieling | Handstand Kitchen | Hario USA | Harold Import Co | Heritage Steel | Hestan | Jura | Kikuichi Cutlery | Kuhn Rikon | Le Creuset | Mud Pie | Progressive | Stoelzle Lausitz Glassware | Taste of Home/ Range Kleen | True Brands | Typhoon Homewares LLC | USA Pan | Vain Foods | Vend POS | Vesta Precision | Victorinox | Vitamix | WellnessMats | WhizBang! Business Training Coach Cris Willis | Wine Plum | Zavor America | Zwilling JA Henckel |

Bobby Griggs, VP of Heritage Steel/Hammer Stahl, pointed out, "Gourmet Catalog's Summer Series provided a much needed platform to inform and engage our GC partners. Considering that stores are not traveling to the Summer Markets and that we missed the opportunity to share with them our new information at IHA, this event served a great purpose." Griggs continued by saying what a great job the GC team did in organizing the sessions.

The GC Summer Series had a ten-day run during July and August. "While stores and vendors greatly benefit from being together in person, the Summer Series in its virtual format was well received, and significant knowledge was gained through these training events," commented Janis Johnson, president and founder of GC Buying Group.

About GC Buying Group: GC Buying Group Members form the original and leading buying group in the kitchenware and gift industry. Celebrating 39 years in 2020, 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](mailto:info@gourmetcatalog.com) or visit [gcbuyinggroup.com](http://gcbuyinggroup.com).

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