

GC Buying Group

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For Immediate Release
DALLAS, July 13, 2020 –

GC Buying Group Kicks Off Virtual Summer Series This Week

In keeping with the ten-year tradition of Summer School and through the support of loyal vendors, GC is set to begin three weeks of virtual trainings and product features. Since 2011, GC store and vendor members have assembled at AmericasMart in Atlanta for the annual Summer School. This year with market centers not allowing group meetings, GC will host virtual live and on-demand vendor trainings. Live versions will feature virtual contact between stores and vendors, along with Q&A opportunities. Each session in the series will be recorded and available for anytime viewing by store members. Event sponsors are Cristel France, Cuisinart, Handstand Kitchen, Heritage Steel (Hammer Stahl), Hestan, Le Creuset, Stölzle, Vain Foods, Vesta Precision, Vitamix, WellnessMats and CreateMyPlace.com.

“Truly the next best thing to being there, the virtual events will connect vendors and stores in preparation for Q4 selling,” says Janis Johnson, president and founder of GC Buying Group. “The GC Team has done an amazing job of organizing and setting up the individual trainings”, Johnson continued.

Open to GC members only, event dates will be July 15, 16; July 21, 22, 23; and July 28, 29, 30.

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 or visit gcbuyinggroup.com.

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