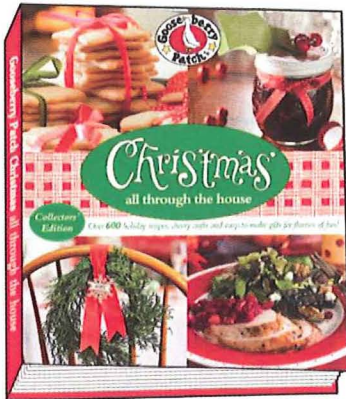


TASTEMAKERS: *Gooseberry Patch*

GOOSEBERRY PATCH COOKBOOKS HAVE BECOME A STAPLE OF MANY AMERICAN KITCHENS. RECENTLY WE TALKED TO THE FOUNDERS, JO ANN AND VICKIE, ABOUT THEIR PAST, THEIR FUTURE, AND THEIR PASSION FOR FOOD.



How did Gooseberry Patch get started?

Some of you might already know the story about how we met over the backyard fence, but we're always happy to tell it again!

In the early '80s, we were new neighbors living next door to each other in the small town of Delaware, Ohio. We were both raising young kids and connected as moms first. It wasn't long until we discovered we had many more shared passions...strolling through flea markets, crafting, decorating, cooking and baking. We were searching for a way to feed these passions that would still allow us to stay home with the kids when we came up with the idea to start a mail-order catalog. We could feature all of our favorite things and even sprinkle in a recipe or two! We called it "A Country Store in Your Mailbox."

It was 1984 when we put together our first catalog at our kitchen tables and we enlisted the help of our families wherever we could. Our inventory was stored in our basements and Vickie's mom and

dad helped out with shipping. It was truly a family business from the start.

How did you get into the cookbook publishing business?

From the start, we included recipes in the catalog. Since we only mailed twice a year, we hoped that the recipes would encourage our customers to hold on to their catalogs for awhile. Soon, the first orders started arriving, but in addition, our customers were sending us their own tried & true recipes. They also sent along memories, photos and family traditions.

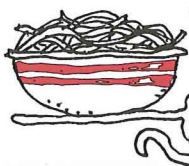
We got so many of these heartfelt letters and family-favorite recipes, a cookbook seemed like the next logical step. Our customers started asking for us to publish one and that was all the encouragement we needed. We gathered all of the goodies our customers had shared, sprinkled in a few recipes of our own and our first cookbook was on its way.

It seems like the holidays are when we serve our very best and, since Christmas has always held a special place in everyone's hearts, our very first

cookbook was centered on celebrating with family & friends. **Old-Fashioned Country Christmas** debuted in 1992 and it was filled with our customers' recipes, memories and traditions and lots of homemade gift, decorating and craft ideas. We added dozens of charming hand-drawn illustrations created by some of our favorite artists...some that we still work with today! These, along with the homestyle recipes, memories and crafts, defined our soon-to-be signature style. It was a winning combination, and was so well-received that we have based all subsequent books on this concept.

PREVIEW: On the following page we have a preview of our favorite page from the new book. Enjoy!

FOLLOWING PAGE reprinted from the book *Christmas All Through the House*, by Gooseberry Patch. Copyright 2011 by Oxmoor House. Published as a division of Time Inc Lifestyle Group.



Mom's Spaghetti Sauce

- 1 onion, diced
- 3 cloves garlic, chopped
- 1 T. butter
- 3 14-1/2-oz. cans tomatoes
- 3 6-oz. cans tomato paste
- 2 c. water
- 1/4 t. salt
- 1/2 t. pepper
- 1/2 t. dried basil
- 1/2 t. dried oregano
- 1/2 t. garlic powder
- 1/2 t. dried thyme
- 1 t. Italian seasoning
- 2 bay leaves
- 1 T. dried parsley

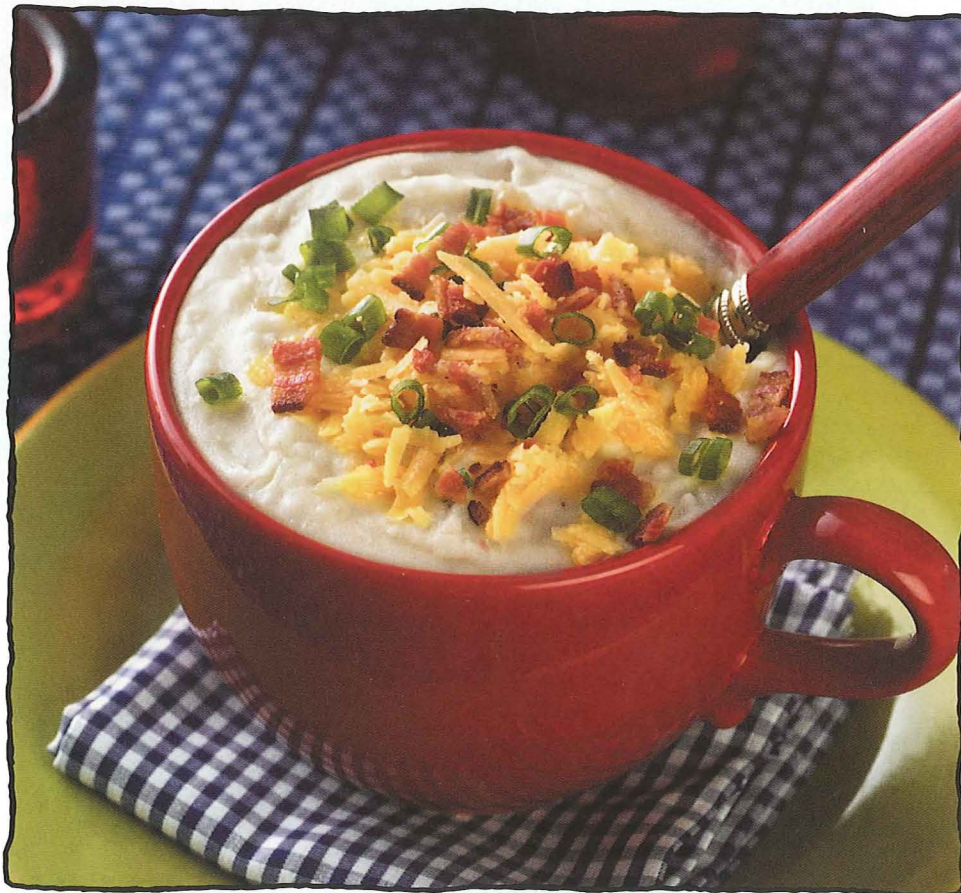
- 1/8 t. sugar
- 3 T. olive oil

Sauté onion and garlic in butter; set aside. Blend tomatoes and tomato paste in a blender until smooth; stir in onion and garlic.

Pour into slow cooker; mix in remaining ingredients. Heat on high setting for approximately 3 hours, stirring occasionally;

remove bay leaves before serving. Makes about 5 cups.

Everybody's Favorite!



Slow-Cooker Potato Soup

SLOW-COOKER POTATO SOUP

This soup will warm you from the inside out.

- 4 to 5 potatoes, peeled and cubed
- 10³/₄-oz. can cream of celery soup
- 10³/₄-oz. can cream of chicken soup
- 1 1/3 c. water
- 4²/₃ c. milk
- 6.6-oz. pkg. instant mashed potato flakes

Garnish: bacon bits, green onions and shredded Cheddar cheese

Place potatoes, soups and water into a slow cooker; heat on high setting until potatoes are tender, about 2 to 3 hours. Add milk and instant mashed potatoes to reach desired consistency, stirring constantly. Heat 2 to 3 hours longer; spoon into bowls to serve. Top with garnishes. Serves 4 to 6.



TASTEMAKERS: *Gooseberry Patch*

Tell us about your newest photo book, *Christmas All Through the House*.

For *Christmas All Through the House*, we teamed up with our longtime co-publisher Oxmoor House to create our largest, best-ever collection of holiday cheer. We've taken all our very favorite ideas and brought them to life with hundreds of color photos. There's really something for everyone --whether you throw yourself into the hustle and bustle of the holiday season, or you prefer to slow things down a little and enjoy a simpler holiday.

Over the years, we've collected thousands of recipes perfect for creating easy holiday meals, desserts, snacks and drinks. In this book, we've shared the most delectable and mouthwatering...more than 400 in all! Plus, we've included over 200 cheery craft ideas complete with patterns and step-by-step directions. There are also plenty of ideas for making and packaging edible gifts from the kitchen. These are our very favorite gifts to make and give...homemade is almost always better, isn't it?

As you and your readers know, Christmas just wouldn't be the same without lots of decorations! This book contains the best of our holiday decorating themes and ideas. These range from using the beauty of nature brought inside to finding inspiration in the vintage baubles we love to find at flea markets. From a whimsical tree trimmed with a handkerchief garland and shiny-brite ornaments to a woodland holiday using lots of fresh greenery and cozy pillows & throws...no matter what your style, we hope to have represented it here.

What was your inspiration for this book?

We really wanted this book to be an indispensable holiday helper, full of inspiration for your most magical holiday season. We've selected recipes that not only look festive and inviting, but are also yummy and easy to

prepare. We've even created some merry menus to simplify your holiday entertaining!

There's so much to keep us all busy at the holiday -- the parties and get-togethers, homemade treats and gifts, and festive decorations -- that we wanted *Christmas All Through the House* to be your new best friend in the kitchen & craft room. and present them in a simple, easy to use way. Sharing special family memories and holiday traditions have been part of the **Gooseberry Patch** story since the very beginning, so we've sprinkled those heartwarming stories throughout the book as well. Customers have always said that they love reading our books cover to cover and these stories tie it all together.

What's new for Gooseberry Patch?

Seems like there's always something exciting on the horizon! We've recently started turning our cookbooks into eBooks and we're working on developing a new series of cooking videos on our YouTube channel. Last year, we started filming a cooking segment with a local television channel, where we feature some of our favorite recipes from our books. Our Facebook page is very active (87,000 fans and growing!) and we love chatting with our fans there and sharing lots of recipes.

While lots of things have changed since we started -- the catalog was discontinued in late 2009 and the cookbooks are now our primary focus -- the most important things have remained the same: We try to stay rooted in how people really live and cook. We take care to feature recipes that just about anyone can make from what's already in their pantry. It's one of the reasons we think our cookbooks are so collectible and well-loved...we're now recognized as nationally best-selling publishers! Who would've expected two moms at a kitchen table to have come so far...and we couldn't have done it without our customers' help.

Do you have a much-loved recipe, family tradition or a special holiday memory? We invite the readers of **FOLK** to share with us...you might just find yourself featured in one of our cookbooks! Visit www.gooseberrypatch.com and click on "Share A Recipe." Join us on Facebook too and keep up with all the **Gooseberry Patch** goodies.

What is your all-time favorite flea market find?

Vickie: I collect dog paintings and memorabilia, so I'd have to say a terrier portrait that hangs in my tavern room is my favorite flea market find. I knew the minute I saw him, he was going home with me. His soulful eyes speak to me every time I pass by and he always makes me smile.

Jo Ann: My favorite flea market finds are probably my collection of picnic tins, in all sizes and colors...or my stack of vintage luggage that I've stacked in my living room to use as a side table. All are in warm browns and nicely worn. Some even have some of the old fashioned travel stickers from the original owners. But my very favorite collection is probably my bridal cake topper collection. I have over 50 now and love the expressions on their faces!

