

FEBRUARY 12TH,
2016



NEWS FROM THE HIVE

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48 HOURS LEFT TO ORDER SCHOMBERG SUGAR MAPLE



"A withered maple leaf has left its branch and is falling to the ground; its movements resemble those of a butterfly in flight. Isn't it strange? The saddest and deadest of things is yet so like the gayest and most vital of creatures?"

-Ivan Turgenev

We are thrilled to announce the March selections for the **Sleeping Bear Yarn Club**. Dyed exclusively for us by Wendee of Hazel Knits in Seattle, WA, this skein, with its warm tones of toffee, caramel and Grade B maple syrup, is like a sip of something sweet after winter's bitter cold.

(And when the sap starts running, we know Spring is on its way!)

***** pre-order by February 15th *****



March's delightful little package will include a skein of Hazel Knits Artisan Sock (90% superwash Merino wool, 10% nylon--400 yds), a Tiger Eye stitch marker and your choice of the Olivia Fey Socks, the Diamond Fantasy Shawl or the Wee Liesl Baby Cardigan, as well as the free gifts for NEW 12-month members and thank-you gifts for Year Two members.*

Read all about the free gifts and how to sign up for the **Sleeping Bear Yarn Club below....*

ACCELERATING STRIPES KIT



Stripes, stripes, stripes-we can't get enough stripes! This stripey duo-fingerless mitts AND a double-thick cowl-combines fat and skinny stripes in progression. The color possibilities are virtually endless and the long stretches of stockinette stitch make for great TV knitting.

We think the [Baa Ram Ewe Titus](#) is the perfect match for this set, lending an exquisite halo and just enough warmth for 3-season wear in Northern Michigan. Pick any two colors below for a set that's simple, chic and relatively quick-to-knit.



Kit includes one Churchmouse Classics pattern ('Accelerating Stripes') and 2 skeins of [Baa Ram Ewe Titus](#) in your choice of 2 different colors.

Click [**HERE**](#) to order your [**Accelerating Stripes Kit**](#).

**SATURDAY, APRIL 9TH:
A GRAND RE-OPENING**



As many of you know, in October we began a re-branding process that included both a new logo and website. Our goal was to simplify and solidify our image--one that reflects our desire to promote thoughtful, small companies, our love of natural fibers and the beauty of Pure Michigan. And because our bricks-and-mortar store is such a huge part of who we are, it's time for a facelift here, too.

We are temporarily closing the store at 4 pm on Saturday, March 19th and re-opening on Saturday, April 9th at 9 am.

Those three weeks will be spent transforming the shop into a space we cannot *wait* to show you. And we'll be celebrating our new look with a grand re-opening party that will top all parties. We'll have sweet treats and door prizes, a ribbon-cutting ceremony and surprises you won't want to miss.

We'll be sharing more details as the party gets closer, but please mark your calendars for **Saturday, April 9th from 5 to 8 pm.**

We can't *wait* to see you.

THE SLEEPING BEAR YARN CLUB



What if you could have a little piece of Leelanau delivered your home every month? Introducing the **Sleeping Bear Yarn Club**, a year-round yarn club created for knitters who love Northern Michigan and the beauty it represents.

We are partnering with hand-dyers--big *and* small--to bring you exclusive colorways dyed to our specifications, based on some of the loveliest vistas in the Midwest. We can't give it all away yet (that's part of the fun!), but some of our dyers include Anzula, Lorna's Laces, Hazel Knits, Three Irish Girls, Sweet Georgia...and many, many more.

What Does The Club Include?

FREE Gifts for 12-Month Members Only:

- 1. A large logo tote bag.**
- 2. A commemorative logo stitch marker.**
- 3. A discount coupon for 3% off EVERY purchase made at Wool & Honey, both in-store and online.** (We think this is reason enough to sign up!)

Every Month:

- 1. One 100 g skein of fingering weight yarn.** The bases will change every month; think superwash wool blended with bamboo, silk, Seacell...even sparkles!
- 2. One semi-precious stone stitch marker in a coordinating color,** made by our favorite local jeweler, Liz Saile.
- 3. One printed pattern.** Choose from of a pair of socks, a shawlette or a baby sweater. Can't commit to one type of pattern every month? No problem--call us and we'll make sure you get exactly what *you* want.
- 4. 10% off original retail price.** All of these items (the yarn, the stitch marker and the pattern) are at member discount prices.
- 5. A preview of the next month's club offerings.** This gives you the option to choose your favorite pattern, add more skeins to your order or even send your box to a friend!

How Much Does The Club Cost?

\$32.95/month for local pickup

\$39.95/month for USPS Priority Mail delivery

Pre-order NOW to hold your spot for the March 2016 shipment. After that, your credit card will be charged on a monthly basis--on the 15th of the month, the day we ship the yarn to you. And for those interested in ***an even better deal?*** If you choose to prepay for your subscription, you will receive additional discounts; the longer the subscription, the higher the

discount.

	Retail Price	Member Price	Paid In Full
3 months	\$119.85	\$98.85	\$93.85
6 months	\$239.70	\$197.70	\$182.70
12 months	\$479.35	\$395.40	\$355.40

(Prices shown are for the pickup option--shipping charges are not included)

Become a member of the Sleeping Bear Yarn Club [HERE](#).

Read all the details and FAQs [HERE](#).

THE SLEEPING BEAR YARN CLUB: YEAR TWO



We can hardly believe it, but it's been almost two years since we launched our revolutionary yarn-of-the-month club, **The Sleeping Bear Yarn Club**, based on the breathtaking beauty of Leelanau County. Our initial (and we thought lofty!) goal was to *perhaps one day* expand to 100 members....we currently have over **200 members** and continue to add more every single month!

We've introduced you to new dyers--big and small--who have created our exquisite colorways that only a handful of knitters in the world are lucky enough to own. We've challenged you with new patterns from up-and-coming knitwear designers, giving you a host of new patterns to add to your library. You carry a small handful of semi-precious stones in little pouches that dangle from your knitting like tiny jewels and remind you of home. Or, as they say, the home of your heart.

However.

This club would be nothing without its members!

We wouldn't have had the chance to work with any of these designers or dyers if it hadn't been for the enthusiasm of our members. You've helped open the door to new opportunities, both for the club and our other yarns, kits and gifts throughout the shop and online. We have SO many plans for this year and the years to come--all because of you!

We know it's no small commitment to sign up for a year's worth of yarn, projects and stitch markers. You may have turned down other projects--or even clubs--for the opportunity to experience Leelanau County in yarn form. You've said, "Yes" to every colorway, pattern and stitch marker we've introduced and for that, we want to say, "Thank You."

**Each member who signs up for a second year of membership to
The Sleeping Bear Yarn Club will receive:**

- A **NEW** logo shopping tote that fits into its own stuff sack, designed by Chico Bag. Like all of our logo bags, bring this with you when shopping in the store to receive **\$1 off** your total purchase every time!
- A discount coupon for **5% off everything** at Wool & Honey, both online and in-house (increased from 3% for Year One)
- A **\$50 gift certificate** to use toward any future purchase, both online and in-house(again, **Thank You!**)



*this bag can be purchased for \$11.99
(for members or non-members)*

And the club prices will continue to stay exactly the same.

\$32.95/month for local pickup

\$39.95/month for delivery right to your doorstep

The kits you'll receive every month will also arrive in the same way they did throughout Year One--a 100-g skein of fingering weight yarn, your choice of shawl, sock or baby sweater pattern

and a semi-precious stone stitch marker. The colors--and dyers--we have lined up for the next twelve months are just as incredible as (if not more so than!) Year One.

Not sure if your subscription is set to expire?

If your first yarn was the Peninsula Cherry Blossom, then that means you! Give us a call if you have you can't remember; we'll also be touching base with each of you individually to make sure no one's subscription will expire without notice.

But I signed up for a 12-month membership in January.

What happens when I'm ready to sign up for Year Two?

Exactly the same thing. These "Thank You" gifts will be given to EVERY SINGLE member who signs up for a second year membership to the club, regardless of when you first signed up.

We hope that you know how much we appreciate each and every one of you and that you're just as excited as we are to begin another year of inspiration from The Most Beautiful Place in America!

Sign up for the Sleeping Bear Yarn Club HERE.

**Not a member yet? Read all about the club--and the free gifts you'll receive with your first 12-month membership-- below....*



WOOL & HONEY

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*Wool & Honey is a bricks-and-mortar yarn shop located in Cedar, MI,
just 15 minutes west of Traverse City,
 smack dab in the middle of The Most Beautiful Place in America.
 We love cherries, wine, beautiful beaches and you guessed it--yarn.
 Can't stop in to see us? We ship worldwide every day.*

www.woolandhoney.com