

NOVEMBER 30TH,
2015

NEWS FROM THE HIVE

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CYBER MONDAY: NOVEMBER 30TH

Happy Monday, friends!

Here's hoping this email finds you healthy and well-rested after a long weekend of holiday merriment with family and friends. We had a FABULOUS weekend at the shop--it was so good to see so many of you, both on Black Friday and Small Business Saturday.

Thank you, thank you, thank you for being a part of such a vibrant fiber community, both near and far.

And now that December is upon us, we're here to help you manifest the best Christmas season you've ever had. We know December is jam-packed--it always is. Our goal is to help you tackle that long to-do list with simple gift ideas, kits to knit (or to give!) and offer these at an incredible value to help ease the pressure in the weeks to come.

This year, let's spend the holiday season focusing on *joy*.

We are THRILLED to share today's Cyber Monday surprises with you--it's quite possibly the best collection we've ever come up with. This is a really, really "Feel Good" list of fiber-related gifts; our focus this year is on wool-bearing creatures in the USA.

Yarns, books and patterns grown, dyed, spun, knit and designed by our friends all around the country--from the north woods of Maine, to the ranches of Montana to the mountains of the Pacific Northwest. There are astoundingly talented, hard-working fiber aficionados tucked into every pocket of this great country of ours--we are humbled to be a part of it.

Introducing.....



(photo by Kathleen Cadigan, courtesy of Tolt Yarn and Wool)

Farm to Needle: Stories of Wool

We are honored to introduce one of the newest and most beautiful books of the knitting world, published by a sparkling gem of a yarn shop owner, Anna Dianich of Tolt Yarn and Wool of Carnation, WA. Farm to Needle is not just a book, but a movement--the relationship between fiber farmers and knitters, bound together by the love of wool. An exquisitely crafted book filled with rugged landscapes, crystalline photography and in-depth stories of farmers, knitters and designers who each bring their story to this long, well-worn kitchen table. 6 patterns are featured in this book, our favorite being the Field Wrap by Veronika Jobe, knit with the newest YOTH Yarn, Father.

Find the Farm to Needle book **HERE**.



YOTH Yarns Mother + Father

Introducing Mother & Father, the newest members of the YOTH Yarn family! These yarns are a 100% Domestic Rambouillet sourced from a small gathering of farms west of the Rockies. Grown, spun and dyed in the United States, this is a true American yarn.

Both yarns are an exquisitely spun 3-ply that is round and earthy, yet soft and bouncy to the touch. Mother is a heavy lace weight and yields a generous 550 yards per skein. It will carry you far lengths in a lightweight garment or go the distance in a lace project. Father is a worsted weight and as the name implies is strong and hardy. The weight offers 220 yards and is perfect for quick knit accessories or robust garments that love great stitch definition. These yarns are named after Veronika's parents, a perfect yarn tribute to family.



Need a few quick gift ideas for the holidays that won't break the bank? The Father Cables Hat takes 1-2 skeins of **Father** and the FREE pattern can be found [here](#). You can knit TWO pairs of Lambing Mitts with 1 skein of **Father** -- the FREE pattern can be found [here](#).

Order YOTH Yarns Father + Mother **HERE**.



YOTH Yarns Juicy Palette

We are thrilled to offer the very, *very* newest colors in the YOTH Yarns palette--so new, in fact, that only the YOTH Yarns stockists have even seen them. (And yes, we are the only stockist in the Midwest.) Rounding out the color wheel, these oranges, yellows and yellow-greens make natural partners to the existing Raw and Fresh palettes.

Not sure what to knit with YOTH Yarns? Take a look at our guides that we prepared for our legendary trunk show back in October. Find the **Big Sister Inspiration Guide HERE** and the **Little Brother Inspiration Guide HERE**.

Find the YOTH Yarns Juicy Palette **HERE**.



Homegrown Holiday Trio

one skein YOTH Yarns Father + Dovetail Cowl pattern

one skein YOTH Yarns Mother + Fernfrost Scarf pattern

one copy of Farm to Needle: Stories of Wool

Regular Retail Price ... \$87.99

Cyber Monday Price ... \$69.99



Homegrown Holiday Trio

This is quite possibly *the* most wonderful gift for anyone on your list.

Whether you're thinking about giving it to one person or splitting the Trio up into three separate gifts, we know you're going to make some knitters very, very happy. (And if you decide to keep it for yourself, we don't judge!) This is the biggest kit we've ever put together; there are two one-skein projects (one in laceweight, one in worsted), as well as the GORGEOUS Farm to Needle Book, all bundled together in one wooly spot. We wanted you to have the chance to try these two brand new yarns first, before we brought them into the shop this winter. We envisioned you spending a little bit of the season ahead snuggled up in front of the fire with a cup of tea and flipping through the pages of this beautiful book, seeing the faces and reading the stories of the people that make your wooly dreams come true.



(Dovetail Cowl on the left, Fernfrost Scarf on the right)

Find the Homegrown Holiday Trio [**HERE**](#).

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Are you ready for the biggest surprise?

This isn't just a Cyber Monday special--we'll be extending our offer all week, taking orders through 12/5.

Remember, just like always, all domestic orders of \$75 ship FREE.

(And **SBYC members**? We expect you to use your **membership** discount coupons at checkout--we figure every little bit helps!)

Please note that these yarns and books are available for pre-order--we do *not* currently have them in stock. They'll be arriving on 12/18, where we'll be promptly shipping them off to you and anyone on your list via USPS Priority Mail. Local pickup orders will be available on 12/18 as well, just in time for Christmas.

Not comfortable placing orders online?
Don't worry--we take orders over the phone every day of the week.
Please call us at **(231) 228-2800**--we're happy to help.





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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.*

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