

NOVEMBER 14TH,  
2016



# NEWS FROM THE HIVE

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## THE SLEEPING BEAR YARN CLUB: DECEMBER 2016 BIRCH BARK



"I'd like to go by climbing a birch tree,  
And climb black branches up a snow-white trunk  
Toward heaven, till the tree could bear no more,  
But dipped its top and set me down again."

Last day left to order the December selections for the **Sleeping Bear Yarn Club**. Dyed exclusively for us by Destination Yarn in Cleveland, OH, this delicate, slightly-speckled yarn is a perfect match to the elegant, papery birch trees that grace our Northern Michigan forests and shorelines.

**\*\*\* pre-order by November 15th \*\*\***



December's delightful little package will include a skein of Destination Yarn Postcard Fingering (75% Merino wool, 25% nylon--463 yds), a Howlite stitch marker and your choice of the Sagebrush Infinity Scarf, the Holidazed Socks or the Tiny Shoes pattern, as well as the free gifts for NEW 12-month members, thank-you gifts for Year Two members and Leelanau Lifetime Members.\*

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

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## **HOLIDAY EVENTS AT WOOL & HONEY**

We have had a wonderful, lingering fall here in Northern Michigan--and we're so sad to see it go! After a blustery weekend, however, most all of the leaves have fallen off the trees--the colors really were brilliant this year. We woke up on Saturday morning to our first hard frost....and although the temps are set to stay in the 50s this week, we know what's inevitably on the horizon. *Ahem.*  
And so begins the holiday season.

Next weekend is Thanksgiving....*already*. A time of year when we're reminded to slow down and be thankful for the things and people we have. And that means **you**.

Each and every one of you plays such an important part of our lives. We can't imagine where we would be--as shop owners or people--without your influence. You each bring your own spark to this community--our *hive*--and we love you for it.

**Thank you!**

Next weekend is also the official kickoff to the Christmas season and we know that some of you dread it. Between the cards, the cooking, the parties, the obligations, the rush....it's exhausting.

It doesn't have to be that way.

Here's a thought: instead of rushing around next weekend, scrambling for the best deals at all hours of day and night, why not spend a little time on yourself? Instead of beating back the crowds, wouldn't you rather spend your precious weekend doing what you love? How about spending a whole weekend with other knitters, finishing (or starting!) a few knitting projects--and picking out unique gifts for everyone on your list?

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.

## **Friday, November 18th**

Gift lists, new yarn and kits for everyone on your list--even yourself.

This is meant for those of you who live outside of Michigan and wish you were here more often--this is your chance to shop the hive from home.

Watch your inboxes bright and early this Friday--it'll be like a whole new shop you've never seen.

\* \* \* \* \*

## **Friday, November 25th, Black Friday**

**10 am to 5 pm**

**20% OFF storewide\***

*\*from 10 am to 2 pm ONLY*

20% off? Yup. It's the only time ALL YEAR when we'll have a sale on regularly priced yarns + patterns. And it's only from 10 to 2. Come in throughout the day to sit and knit with us--we'll have hot coffee and treats, ideas and knitting fellowship--our idea of a perfect kickoff to a holiday weekend.

**Don't live locally? At the same time, we'll be having an online sale--stay tuned for a coupon code in your inbox early on Friday, November 25th.\***

*\*These sales, of course, will be on a first-come, first-serve basis and limited to what's in stock.*

*No special orders, no additional discounts.*

\* \* \* \* \*

**Saturday, November 26th: Small Business Saturday--  
9 am to 5 pm  
double punches all day long**

+

**free holiday gift for every customer**

(while supplies last)

Double punches mean for every dollar spent, it's worth two dollars on your Wool & Honey frequent customer card--it's the best way we could think of to honor our loyal, local following. Once your punch card is full [\$250 spent in the store], it can be redeemed for a \$25 gift certificate....which would come in handy, both during the rest of the holiday season or for yourself in the New Year. The free gift you'll be receiving? You're welcome to keep it or give it as a gift--and cross off one more person on your list!

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**Monday, November 28th: Cyber Monday  
an exclusive surprise that will knock your handknit socks  
off**

...and that's all we're going to say about that.

Watch your inboxes first thing on Monday, November 28th for all the woolly details.  
(But can we just say....it's spectacular and SUPER rare!)

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**Saturday, December 3rd---Christmas Party and Trunk Show  
with special guest Andrea Mowry**

**5 pm to 7 pm**

**+**

**Beyond Brioche Basics Class**

**10 am to 2 pm**

**treats, holiday merriment and  
a special knitty gift from us to you**

This Christmas party will be full of some of our favorite ways to have a party--snacks, sweet treats, bubbly--and with our friend, Michigan knitwear designer Andrea Mowry, it'll be that much more special.

Andrea will be teaching a "Beyond Brioche Basics" class on Saturday, December 3rd--we'll be opening up a lottery drawing for 10 students on **Tuesday, November 22nd from 9 am to 1 pm.**

Happy, happy Thanksgiving, friends--from all of us here at the shop.  
We love you!

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## 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.

### **Learn All About the Club**

#### *12-Month Members:*

- **Logo tote bag.** - **Commemorative logo stitch marker.** - **3% Discount Coupon for Wool & Honey purchases, both in-store and online.**

#### *2 Year Members:*

- **Logo tote bag.**  
- **\$50 Gift Certificate for shopping at Wool & Honey, both in-store and online.**  
- **5% Discount Coupon for Wool & Honey purchases, both in-store and online.**

#### *Lifetime Leelanau Members (3 Years...and beyond!):*

- **5% Discount Coupon for Wool & Honey purchases, both in-store and online.**  
- **One month out of the year, add an extra skein to your order.**  
- **An original gift from us that will change throughout the years--2016's gift is a Petoskey stone stitch marker necklace.**

**Become a member of the Sleeping Bear Yarn Club HERE.**

*Read all the details and FAQs HERE.*

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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](http://www.woolandhoney.com)

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