



wool & honey  
yarn, fiber and other sweet delights

## Welcome, Fall!

*Our Online Shop is Now Open*  
[www.woolandhoney.com](http://www.woolandhoney.com)

### Hiya, knitters!

We are so thrilled to announce--on the eve of the first day of Fall, the official knitting season--that our online store, [www.woolandhoney.com](http://www.woolandhoney.com) is open for business. Night or day, even when we're closed, you can have a piece of the Most Beautiful Place in America sent right to your home.

You'll notice that the website has an entirely new look. We're sort of in love with simple, clean web design, which is to say we're head over heels with this one. We think you'll like it, too.



Some of our favorite things?

**Bee Stitch Markers.** Made exclusively for us by our neighbor and friend, Liz Saile, they're the cutest little markers depicting our favorite mascot, the bee. The fifth marker has a tiny stone attached to it--the honey jade. How fitting.

**The Fibre Company.** Yarns spun from such exquisite fibers should be illegal. We're thankful they're not. (One skein of Road to China Light will make this beautiful, lacy hat--a luxurious gift for a lovely price.)



**Lavender Sachets.** Filled with locally grown lavender buds (and nothing else!), we received a fresh harvest just this week from our friends at Leelanau Lavender. Give as a gift or keep a few for yourself--you can never be too careful in safeguarding your stash from the dreaded moth!

**Malabrigo.** Most specifically, super soft Lace and rich, beautiful Rios. The stuff dreams are made of.





**Misti Alpaca**. Chunky, soft, hand-painted alpaca. Yum.

**Hand-Stamped Project Bags**. Just the right size for a few skeins of yarn and a standard pattern (8 x 11 1/2"),

these logo-stamped bags will keep your fibery projects clean and organized when you're on the go.



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## A few details you should know:

\* All domestic orders **over \$75** receive **FREE shipping**. No need to do anything--once the order in your shopping basket reaches \$75, your shopping cart will automatically adjust.

\* To celebrate our "grand opening", we'll be offering **10% OFF** for our first month. Just enter coupon code: **NEWSHOP10** in the space provided during checkout.

\* These two offers *can* be combined--take advantage of this good deal while it lasts!

\* Want to pick up your order? Enter **LOCALPICKUP** in the space provided during checkout--your shipping will be discounted at the bottom of your invoice.

\* We'll be shipping via USPS Priority mail for a flat domestic rate of \$6.95.

\* While we're super (duper!) excited to launch this new e-commerce website, this is brand new for us, too--we imagine there may be a few kinks to work out. Please be patient--we'll do our best to make things flow smoothly. Problems? Questions? Concerns? The best way to reach us is by phone, Monday-Saturday, from 11 a.m. to 6 p.m. EST.

**(231) 228-2800**  
**woolandhoney@gmail.com**

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And of course, our bricks-and-mortar storefront is buzzing with activity, too. We're thick in the preparation stages for a few fresh workshops, several exclusive trunk shows and **our famous 12 Knits of Christmas**, which we'll be bringing to you **next week**. (*Yikes!*)

For those of you who are new to our email newsletter or maybe have stepped away from your knitting during the warmer months, don't forget that we've moved our weekly Open Knitting session to Saturday mornings. We're here **every Saturday morning from 9 to 11 a.m.** with hot coffee, tea, fruit and homemade sweets--please join us for a refreshing start to the weekend!

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# Wool & Honey

## Fall Hours

Monday-Friday: 11 a.m. to 6 p.m.

Saturday: 9 a.m. to 6 p.m.

*Open Knitting*

every Saturday 9 a.m. to 11 a.m.

\* \* \* \* \*

We'll be adding new items every single day--from **knitterly gifts** to **one-of-a-kind yarns** to our exclusive **kits**--and we'll be sending weekly email updates to tell you all about it.

Goodbye to a wonderful summer--hello to a gorgeous fall!  
Hope you're well, friends!

## Melissa

**10%  
OFF**

To celebrate our shiny new online shop, we're offering **10% off all online orders** for our first month!

Enter coupon code **NEWSHOP10** in the form fields during checkout.

**Offer Expires:** October 22, 2011



Try it FREE today.