



2021 HOLIDAY Gift Guide

Ready, set, shop local!

The 2020 holiday season was unlike any other. The COVID-19 pandemic was still affecting daily life across the globe over the final months of 2020, prompting many families and individuals to alter holiday traditions they'd embraced for decades. That included how people shop. Many people avoided in person holiday shopping in 2020. However, the successful rollout of various COVID-19 vaccines has made in person shopping safe again. That's good news for local businesses and great news for shoppers, who may have forgotten just how much they can benefit from shopping in person.

Shopping locally and in person is convenient. Much is made of the convenience of online shopping. And it's undeniable that the ability to shop at all hours of the day and night is convenient. However, in person shopping, especially when shopping for others, is much more convenient than shoppers may realize. When shopping in person, shoppers can get a feel for an item, size it up and even inspect its quality prior to purchasing it. That can save shoppers from that disappointing feeling of receiving an item in the mail only to realize it's poorly made or oddly sized and therefore unlikely to fit its eventual

recipient.

Shipping speed is a significant factor for online shoppers, and that may affect just which gift they give come the holiday season. According to a Dotcom report titled "How Fast Delivery and Quality Packaging Drives Customer Loyalty," 87 percent of shoppers surveyed indicated shipping was a key factor when deciding whether to shop with an e-commerce brand again. That's an important consideration, as shoppers may be more inclined to buy an item from a retailer simply because of

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Ready, set, shop local!

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their shipping speed capabilities and not because of the quality of the item and whether or not it's what they want to give to their loved one. Shopping in person removes shipping from the equation, ensuring gift givers will give a gift they truly want to give and not just the one that will arrive on time.

Shopping local allows for more accessible browsing. Within minutes of entering a store and walking around, shoppers may see a handful of gifts that will ultimately be great for various people on their lists, even if they had no idea what to get prior to entering. That ability to browse is more difficult when shopping online, especially when buying from online retailers with massive inventories of a range of products. Such sites often require visitors to pick a category to streamline their searches. That's not always easy or enjoyable for shoppers who cherish the opportunity to uncover hidden gems or more unique gifts that aren't available all over the internet.

Shopping in person gets you out of the house. Since the onset of the pandemic, people have spent more time than ever within the confines of their homes. The 2021 holiday shopping season provides a great opportunity to get out of the house and disconnect from devices. Shopping with friends and family members is a good opportunity to spend time with others you weren't able to see last holiday season.

Warm up with homemade cider

After a day of local shopping warm up with a cup of hot mulled apple cider. This recipe makes enough to share with friends and family!

Hot Mulled (Sherried) Apple Cider

Serves 16

- 1 gallon apple cider
- 1 orange, unpeeled, sliced
- 1/4 cup whole cloves
- 4 sticks cinnamon
- 1/4 cup honey, preferably cranberry honey
- 1 cup sherry (optional)



1. Combine the cider, orange slices, cloves, cinnamon, and honey in a large pot over medium heat. If you are picky about things floating in your cider, make a little bundle out of cheesecloth and place the cinnamon and cloves inside before adding to the

cider. I like to chew on cloves, so I just toss everything in. Bring to a boil, and then reduce to a simmer over low heat for an hour or so to spread these lovely winter aromas around your home.

2. If you're serving it to adults, add the sherry.

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11/27 & 12/4
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Village of Maybrook

CHRISTMAS TREE *Lighting*

Sunday, Nov. 28 at 6pm
at the Maybrook Senior Center

Live Performances by
Singer/Songwriter Kevin Cronin
Pam Murphy
The Maybrook Troop 236
Scout Band

Welcome Santa Claus and his friends as we celebrate the beginning of the Christmas Season with the Village of Maybrook Annual Christmas Tree Lighting!

It's Saturday 2021!

Gifts and gatherings take center stage come the holiday season. The holiday season begins on Thanksgiving and continues until New Year's Day. During that time, families gather to exchange gifts, break bread, celebrate their faith, and toast the year to come.

The good times and gatherings that are such a big part of the holiday season were absent from many celebrations in 2020. Though the COVID-19 pandemic is ongoing, the successful rollout of various vaccines should make the coming holiday season feel more normal. That means gift exchanges and gatherings are back in play. Savvy celebrants recognize the benefits of shopping early, and Small Business Saturday is a great chance to get back in the holiday swing of things while supporting the local businesses that make communities so unique.

Plan ahead. Small Business Saturday takes place each year on the Saturday after Thanksgiving. Since its inception in 2010, Small Business Saturday has grown in popularity. American Express estimates that 110 million people participated in Small Business Saturday in 2019. Research sales and inventories of local businesses you want to support so you're ready to go come Saturday morning. Doing your homework can make it easier to navigate the crowds.

Reserve a table at your favorite restaurant. A great meal with friends and family can be an ideal way to cap off a day of shopping, and it's a great way to support a local restaurant. It's worth noting that a National Today survey of 1,000 shoppers that focused on Small Business Saturday shopping habits found that food and groceries were the most popular things to buy local. Saturday is traditionally a popular night to dine out, and that popularity is even greater on Small Business Saturday. Ensure you aren't waiting for a table by booking a reservation in advance.

Check your local newspaper and social media feeds. Many small businesses know the value of communicating directly with consumers through local newspapers and social media. Throughout the day, shoppers can keep an eye on Facebook, Twitter and Instagram to learn about special sales or events. In addition, shoppers can share their shopping experiences via their own feeds. Many small businesses rely on word-of-mouth from existing customers, so this can be another way to show your support for the establishments that call your community home.

Small Business Saturday is a great way to begin

the holiday shopping season on the right foot.

- Visit a local tree farm. When decorating for the holidays, support the farm or local nursery that grows Christmas trees and makes their own wreaths and garlands.

- Keep your money in your community at a local bank or credit union rather than a large national bank. Local banks may have special promotions to boost savings for holiday gifting.

The holiday season is the perfect time to support small, local businesses.



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Duffy's
Village Primitives
NYTW Beauty Bar

**SHOP
SMALL**

This years in person event, is from 7am-7pm, **with 8 raffle baskets worth over \$400 each to give out!**
Nov. 27 is the first day to purchase or use your Small Business Value Card. If you purchase or pick up that day - **you get an extra month out of it!**

The 3 pick up locations for passport tickets are **WALDEN SAVINGS BANK in the village, Java Blue and Verizon Wireless Zone** for the week prior.
You must get 20 out of 30 stores initialed to enter to win.



Join us all day Saturday, November 27 Town Wide Small Business Saturday in the Montgomery, Maybrook & Walden area



Raffle Baskets:
To participate, pick up your passport, get signatures from each store you enter, drop the raffle card in the mailbox at 6 Union Street (Eat This Bakery) and wait to be called to pick up your winning basket!

Shop Small Weekend in the City of Newburgh

The 3rd annual shop small day (now weekend) in the City of Newburgh! Please see our website for more information: shopnbny.com.

Spend the day strolling between shops and restaurants all while enjoying the unique experience the city has to offer. Purchase one-of-a-kind gifts while enjoying sales, specials, and a chance to win various raffle prizes!

Due to Covid-19 the event took a break in 2020. For this year, 2021, we are so pleased to announce that 38 businesses will be participating in Shop Small Saturday, four of which opened this year alone! Many of these locations were once closed to the public for decades. Now they will be opened for all to enjoy and gather in celebrating new beginnings in Newburgh.

This is an opportunity to support local businesses, coming together to strengthen our community and shopping districts.

What: Shop Small Weekend

Where: Downtown City of Newburgh. Register at Grit Works, 115 Broadway

When: November 27 and 28, 2021, 11am-5pm

Small Business Passports

Register and sign up for your Shop Small Passport in Grit Works, 115 Broadway, starting at 11am.



Get your passport stamped at every business* you visit. For every 5 stamps you earn you will receive one raffle ticket. Look for the white and blue balloons. *Restaurants require purchase.

Bring your stamped passport back to Grits Works or Newburgh Mercantile prior to 7pm for your chance to win a raffle prize basket.

Participants Include

2 Alices Coffee Lounge, APG Pilates, Attallah Drip, Blacc Vanilla, Blanca's Tailoring, Craft Draft, ColorCube, Cream, DMU Music, Estilo Muñeca, Field Trip, Casa De Fxdes, Gnostic, Grit Works, Krispy Kuts, Hale's Hardware, Hendley & Co, Hudson Valley Beauty Lab & Medi Spa, Hudson Valley House Parts, Kabil & Noil, Krispy Kuts, Liberty & Beauty, Liberty Street Bistro, M. Lewis Boutique, Mama Roux, Ms. Fairfax, Newburgh Art Supply, Newburgh Brewing Company, Newburgh Flour Shop, Newburgh Mercantile, Newburgher HQ, Next Wave Food Truck, North Plank Road Tavern, Seoul Kitchen, Shapiro's Furniture Barn, Society of Lash, Spirits Lab



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SHOP SMALL

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Stocking the pantry for the holidays

Come the holiday season, it's essential to ensure baking ingredients are fresh, as age can compromise the taste of spices, and ingredients like yeast, baking soda and baking powder may lose efficacy over time.

- **All-purpose flour** is versatile and useful in many recipes. In addition, bread flour, cake flour and pastry flour have attributes that make them better suited for their respective jobs than all-purpose flour.

- **Baking soda:** This leavening agent is activated when it is combined with acid and heat. That is why it is often paired with citrus juice, buttermilk and sour cream.

- **Baking powder:** This leavening agent is baking soda mixed with a powdered acid and cornstarch. If baking soda is the only leavening agent, it will not require the addition of another acidic ingredient. "Double-acting" means carbon dioxide bubbles will form during mixing and again during heating.

- **Yeast** takes more time to metabolize and cause doughs to rise than other leavening agents.



- **Sugar:** Granulated sugar is the most common sugar found in recipes. Confectioner's sugar (powdered sugar) is used in frosting and icings. Brown sugar is refined sugar with molasses added, and is used in certain recipes, like gingerbread.

- **Salt:** Granulated table salt is used in everyday baking.

- **Unsalted butter:** Unsalted butter will be the default for baked goods unless the recipe specifically mentions salted butter.

- **Eggs** help to bind ingredients together. Large eggs are most often cited in many baking recipes.

- **Milk:** Dairy adds moisture and texture to batters. Alternative milks, such as soy or almond milk, can sometimes be substituted, but the resulting texture may change.

- **Vegetable oil:** Many recipes call for vegetable oil, which has a neutral flavor.

- **Shortening** is a solid vegetable fat used to make tender baked goods. Shortening also has a higher melting point, which helps cookies and other

items retain their shape while cooking.

- **Flavorings:** It is helpful to have various spices and extracts on hand. Cinnamon, ginger, nutmeg, cloves, and allspice are some common baking spices. Almond and vanilla extracts are quite versatile and add extra punch to recipes.

- **Add ins:** Mix-ins, such as chocolate chips, cocoa powder, oats, nuts, and dried fruits, almost always turn up in holiday recipes.

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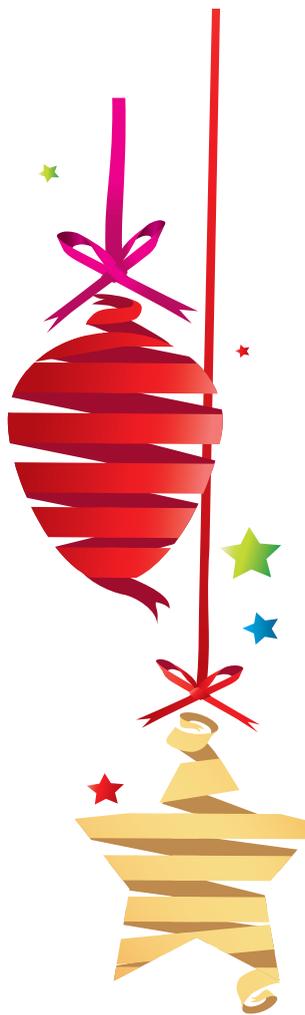
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