

AUTHENTICITY AND QUALITY SINCE 1936

A newsletter published by the Colonial Williamsburg Foundation for its Licensed Manufacturers and Williamsburg Shops

Planning Before Payoff—Prepare Now for the Fall Promotion



Is momentum building for your shop's fall "Setting the Table for Dessert" promotion? Have you decided how you will tailor the promotion—its product assortment, suggested special events, press release, and ad slick—to your local audience? If not, time is slipping by. When it comes to sponsoring successful promotions, planning is as critical as implementation.

From the list of more than thirty products in the promotion, you can choose those most suited to your market. The recommended display, shown here and more fully detailed in the sketch in your promotion packet, was designed to be easy to create and to adapt to different store environments. In the future we plan to offer other



When Mr. Washington Came To Dinner, All The Dishes Looked Good Enough To Eat.



In 18th-century Williamsburg, formal dining was an art, a social occasion, and a performance that dramatically played through several courses, culminating in the grand finale of dessert.

For this elegant evening to succeed, nothing could be overlooked. Least of all the china.



And now the essential dessert plates, cups and saucers, are available in this warm and beautiful bird-patterned china.

©STORE NAME

display ideas that utilize the oval table so this fixture will be one you can use again—and then again.

At the May meeting you saw highlights of the slide lecture prepared to support the promotion. The slides and text, which are available through the Williamsburg Shops administrative office, provide fifteen to twenty minutes of colorful images and fascinating facts about dining in the eighteenth century. Present the slide lecture to your sales staff as well as your customers. A taste testing or a table decorations demonstration are other special event options to consider.

The press release in your promotion packet can easily be modified to re-

flect the products you plan to feature and the in-store event you decide to sponsor.

And remember, an advertising allowance for the ad slick is available to those who participate in the promotion. You can use either the three-column ad slick shown here or the two-column format included in your promotion packet. Call Jess Behringer or Debbie Salisbury for more information about this special advertising incentive.

This fall reach out to your customers. Show them how the style of an eighteenth-century dessert table can add a new dimension to their entertaining.

Shops Honored for Outstanding Performance

On May 8 attendees of the twenty-sixth annual Williamsburg Shops Seminar and the third Licensed Manufacturers' Trade Show concluded their visit to Williamsburg with a special dinner at the Williamsburg Lodge. The theme of the fall promotion, "Setting the Table for Dessert," was very much in evidence at the dinner. An elegant table featuring Williamsburg products and set following eighteenth-century practice graced the center of the Virginia Room. The menu for the evening

featured delectable eighteenth-century foods including a dessert course of Rich Cake, Seed Cake, and preserved fruits.

During the dinner Jess Behringer presented awards to several Williamsburg Shops managers whose performance in 1989 was outstanding. Award winners included *Mastercraft Interiors* for Sales Achievement/Interior Design Shop, *Patchwork & Interiors* for Sales Achievement/Gift and Accessory Shop, *Dilworthtown Country Store* for Sales Growth/Gift and Accessory Shop, and *Toms-Price* for both Sales Growth/Interior Design Shop and Sales Achievement/Total Accessory Sales.

Congratulations award winners!



Food Facts— Did You Know That . . .

■ During winter a table at the Governor's Palace features Rich Cake, the eighteenth-century dessert recently adapted by Rowena's for the Reproductions Program.

■ Formal dinners in the eighteenth century typically consisted of two courses: a main course with meat, vegetable, and "made dishes" (meats in sauces with vegetables) and a dessert course.

■ Colonial Williamsburg coined the term "foodways" to describe the interdisciplinary study of food. Cooks, historians, archaeologists, and curators work together to educate about the ways food was cultivated, prepared, preserved, and eaten during the eighteenth century.

■ The exhibition buildings around Palace green interpret eighteenth-century table settings at different times of day.

■ Today a dinner toast typically honors an event or member of the dining party. During the eighteenth century, however, toasts were made throughout a meal on topics ranging from politics and business to society and religion.

■ Cookies, known during the eighteenth century as cakes, appeared stacked in pyramids on many formal dining tables. The stacked effect was achieved by rolling dough into a ball and slicing it from end to end, yielding cakes of varying sizes. The largest cakes, placed on the bottom, provided the necessary support for the stack as it grew in height and diminished in diameter.

■ The cooking staff at Colonial Williamsburg not only prepares authentic recipes for consumption but also works alongside conservators preparing artificial foods for display in the exhibition buildings. In order to achieve an appealing and realistic appearance, conservators make molds from freshly made dishes. The artificial food gives the tables a believable appearance while protecting the buildings and antiques from infestation.

Trade Show Deemed a Success

The thirty-two licensed manufacturers attending the Manufacturers' Trade Show on May 15, 1990, came to Colonial Williamsburg to meet the retailers who successfully market and sell their products in the Williamsburg Shops. Not only did the trade show present an opportunity for manufacturers to display their *Williamsburg* merchandise, but it also provided an informal forum for the exchange of information and ideas. In addition to manufacturers' booths, a collective display of the *Williamsburg* products featured in the fall promotion drew the retailers' attention. The Product Marketing Department was on hand to answer questions and describe how the promotion can be implemented.

Commonwealth Hall at the Visitor Center complex provided a pleasant space in which to meet and converse with colleagues and clients and plan for the upcoming fall season.



Attendees stopping at the booth shared by Rowena's and Graves Mountain Lodge tasted samples of cakes, cookies, sauces, and preserves. Bob Camper of Graves Mountain offered information to Doris Williams and Carolyn Naylor of The Pilgrim in Fayetteville, North Carolina.



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Three representatives from Salem Creek in Roanoke, Virginia, Ken Gaither, Carolyn Gaither, and Twila Tolley, stopped to discuss prints available through Colonial Williamsburg Wholesale.



Janet Lore of Kirk Stieff and Pam Hardinge of Maidstone in Hagerstown, Maryland, discussed display ideas for metal giftware.



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...of Fifth Season in Little Rock, Arkansas, stopped at an appeal-
Williamsburg Christmas products.



Anne Bell Robb of Kedron Design and John Meldrum of Homer Laughlin
talked about products in the Kedron line.



...ck Payne of Virginia Metalcrafters and Barbara Ferrell of The Ferrell Shop
Oak Ridge, Tennessee, chatted in the elegant setting created to show off
Williamsburg wood and brass products.



Jane Saunders of Loire's in St. Louis, Missouri, was just one of the
trade show attendees to inquire about Peter Johnson's upcoming
new *Williamsburg* products.



Foods prepared in the Foundation's two restored kitchens and displayed in the exhibition buildings serve as the basis for a new line of gourmet foods. All are based on recipes known to have been available to cooks in eighteenth-century Williamsburg.

Williamsburg Reproductions Program Goes Gourmet

An assortment of baked goods, pickled vegetables, preserved fruits, and sausage are now part of the *Williamsburg Reproductions Program*.

Re-created from recipes known to have been available to Virginia residents in the eighteenth century, many of the foods are made from the same "receipts" used for cooking demonstrations in the restored kitchens in the Historic Area.

Cakes, cookie mixes, and sauces are made by Rowena's of Norfolk. The Rich Cake, baked for special celebrations in the eighteenth century, is filled with currants, orange peel, almonds, sherry, brandy, and spices. Its name is derived from the costly ingredients used in making it. The Seed Cake features caraway seeds. While served

in the eighteenth century as a dessert, its not-too-sweet flavor makes it an ideal breakfast bread.

Also available from Rowena's are Poor Man's Sauce, a delightfully tart flavoring for beef or chicken, and Celery Vinegar, a flavoring for meats, vegetables, sauces, and salads.

Graves Mountain Lodge of Syria, Virginia, produces strawberry and cherry preserves, red raspberry jam, and peach marmalade for Colonial Williamsburg. They also make pickled onions.

Other pickled vegetables are offered by Goods, Incorporated, of Spring Park, Minnesota. Their line of eighteenth-century food products includes two types of pickled mushrooms, pickled "French" beans, pickled asparagus, and

pickled red cabbage.

Pork, a staple of the colonial diet, is represented in the new food grouping by hickory-smoked link sausage produced by S. Wallace Edwards & Sons, Incorporated, of Surry, Virginia.

Retail prices range from \$2.50 to \$28.00. With coordinated packaging, the new food products are easy to display and perfect to suggest as components for gift baskets.

Customers visiting Williamsburg Shops and gourmet stores nationwide will now be able to experience a bit of America's culinary past.

Baker Named New Furniture Licensee

The Baker Furniture Company of Grand Rapids, Michigan, has been licensed to reproduce furniture for the *Williamsburg Reproductions Program*. The announcement, made in June, concluded negotiations initiated when LADD Furniture announced possible plans to liquidate the Kittinger Company.

"I regret the end of our long relationship with the Kittinger Company and the many fine people who have worked with us towards our goals for over fifty years," noted Dick Schreiber, vice president and chief business officer for the Colonial Williamsburg Foundation. "We look forward to building as strong a relationship with Baker."

Baker's *Williamsburg* grouping will include both reproductions and adaptations of high-style eighteenth-century furniture. The line will feature pieces formerly produced by Kittinger as well as new selections. The initial product grouping will be introduced at the April 1991 International Home Furnishings Market in High Point, North Carolina.

Known as a leader in the high-end furniture market, Baker manufactures reproduction, traditional, and contemporary furniture for residential and office settings. A wholly owned subsidiary of Kohler Company, Baker celebrates its one hundredth anniversary this year.

Williamsburg
SHOP
NEWS

The *Pine Tree Barn* in Wooster, Ohio, has been appointed a Williamsburg Gift and Accessory Shop. This new Williamsburg Shop is located within a barn complex restored by owners Rita and Roger Dush. The complex houses a gift shop, design studio, and restaurant.



The award-winning store *Eagle's Loft* in Keene, New Hampshire, has also been appointed a Gift and Accessory Shop. Richly fixtured in Honduran mahogany, owner Cindy Clarke's store is the recipient of *Decorative Accessory Magazine* awards for store design (1982) and store display (1987).

Licensed Manufacturers Take Note

Would your sales representatives benefit from receiving this quarterly newsletter? If so, we would like to hear from you.

Send us your sales representatives' names and addresses and the name of the individual at your company that we can contact annually to update the list. We will do the rest.

Please send your list to Miss Sally W. Barnes, The Colonial Williamsburg Foundation, P. O. Box C, Williamsburg, Virginia 23187.

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The Colonial Williamsburg Foundation
Product Management Department
P. O. Box C
Williamsburg, Virginia 23187

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