



IMAGINE a BUSINESS

Imagine a business started by two neighbors over the backyard fence. Imagine two moms discovering their shared love for all things country—decorating with vintage finds, shopping flea markets, and cooking up homestyle recipes. Imagine finding a way to share this passion with thousands of kindred spirits across America and creating a livelihood while doing it.

Vickie and Jo Ann started their business from their kitchen tables, storing inventory in garages and basements. Soon, Gooseberry Patch found its niche and orders were coming in from across the country. Eventually, they moved the company to its own building.

“We realized pretty early on that we were selling more than kitchen

trinkets. We were connecting with people, inspiring them to remember the nostalgic days in Grandma’s kitchen,” says Jo Ann.

“After we shared a few of our favorite recipes—Spiced Mulled Cider was in our very first catalog—people started sending us their tried-and-true recipes. They wrote us letters filled

with memories, and the recipe cards just kept coming. Before we knew it, we had enough to fill a whole cookbook, and we thought, ‘Well, why not?’ Just like that, we were in the publishing business!” says Vickie.

Gooseberry Patch’s first cookbook, *Old-Fashioned Country Christmas*, debuted in 1992. The response was overwhelming.

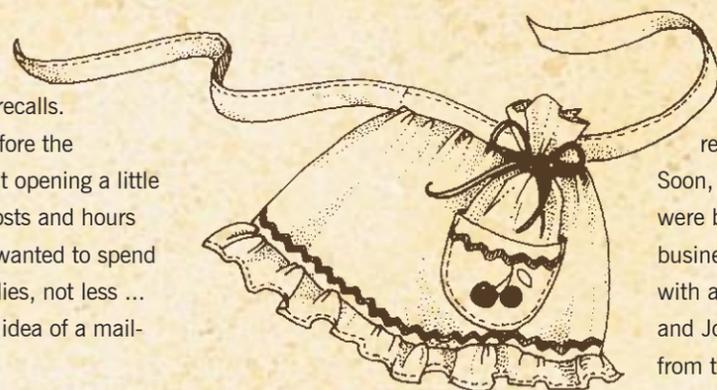
Vickie and Jo Ann immediately started work on their next book, one filled with heirloom cookie recipes they’d been collecting. Soon, they found that the cookbooks were becoming the heart of the business. In an effort to share them with as many folks as they could, Vickie and Jo Ann built a wholesale network from the ground up, calling on many of

That’s the story of how Gooseberry Patch (www.gooseberrypatch.com) was created by Vickie Hutchins and Jo Ann Martin. Best known today for their line of community-style cookbooks, Gooseberry Patch had its start in the small town of Delaware, Ohio, as a mail-order catalog in 1984.



Gooseberry Patch founders Jo Ann Martin and Vickie Hutchins.

“We couldn’t always find the kinds of country-inspired things we loved most,” Vickie recalls. “Remember, this was before the Internet! We talked about opening a little store, but the up-front costs and hours didn’t appeal to us. We wanted to spend more time with our families, not less ... so we came up with the idea of a mail-order catalog.”



their favorite gift stores as their first customers.

Today, more than 25 years later, you’ll likely find Gooseberry Patch right in your own neighborhood. To date, more than 200 titles have been published, and they’re widely available at more than 4,000 retail outlets, including Amazon.com.

“What started out as something to keep us busy at home with the kids has turned into more than we ever expected. We’ve grown into a company of about 25 people who love to cook and create as much as we do. Nearly 9 million books later, it’s hard to believe how far we’ve come,” says Jo Ann.

Although the catalog business was discontinued at the end of 2009, Gooseberry Patch has kept on cookin’. Last year, Vickie and Jo Ann began filming a series of step-by-step cooking videos called “In the Kitchen with Vickie & Jo Ann.” They have made regular appearances on their

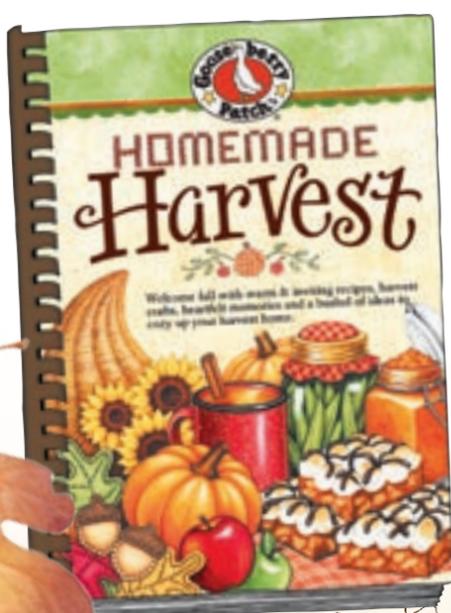
local morning show, sharing recipes and tips. They’ve also made an enthusiastic start on converting their cookbooks to eBooks, and the ladies hint at a new line of tableware and linens coming in summer 2012.

“One thing is for sure ... we’ve had to stay flexible over the years. We never imagined that we would someday be co-founders of a cookbook business,” Jo Ann says. “But here we are, and we couldn’t be happier about the evolution of Gooseberry Patch.”

“When you think about our business relationship and our friendship, it’s kind of amazing that we survived this long. Twenty-seven years ... that’s longer than many marriages!” jokes Vickie. “It’s helped that we’ve kept a good sense of humor about things. We’re always ready to laugh at ourselves, and at each other.”

To stay up-to-date on the latest news, “like” Gooseberry Patch on Facebook. Find recipes from *Homemade Harvest* on the following pages.

Since 1992, Gooseberry Patch has been publishing country cookbooks for every kitchen and for every meal of the day. Each book is filled with hand-drawn artwork and plenty of personality. Busy moms love them because they feature hundreds of budget-friendly recipes, using ingredients you already have on hand. Their comb-bindings make them easy to use, since they lay flat on the countertop while you’re whipping up dinner. Visit their website, www.gooseberrypatch.com, where you can check out their entire collection. While there, you can buy books, find a store near you, join their Circle of Friends e-mail club, read the Gooseberry Patch blog, watch videos, find thousands of free recipes, and more. You can even share one of your favorite tried-and-true recipes for consideration in an upcoming cookbook!



Enjoy these recipes from Gooseberry Patch's *Homemade Harvest* cookbook.

Spicy Pumpkin Warm-Up

Shared by Andrea Heyart, Aubrey, Texas

This recipe is a fall tradition in our home. Try serving it either hot or cold in glasses rimmed with graham-cracker crumbs for a fun party drink!

- 2 pints whipping cream
- 1/2 cup sugar
- 1/3 cup canned pumpkin
- 1 t pumpkin pie spice
- 1/2 t vanilla extract

Garnish: whipped cream, additional pumpkin pie spice

Combine cream and sugar in a saucepan over medium heat; stir until sugar is dissolved. Whisk in pumpkin until well blended; add pumpkin pie spice and vanilla. Simmer for 10 to 15 minutes, or until mixture is warm. Pour into mugs and serve with a dollop of whipped cream and a sprinkle of spice. Serves 4 to 6.



Ghoulish Chowder

Shared by Vickie Hutchins, Gooseberry Patch

What are those things floating in my bowl? Oh, they're only French-fried onions, but they DO look like something spooky!

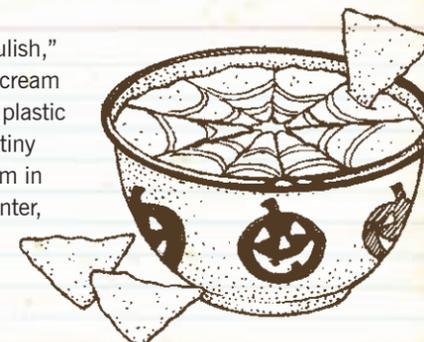
- 1 T butter
- 2 t garlic, minced
- 4 tomatoes, chopped
- 1 cup water
- 1 15-oz can tomato sauce
- 1 cup frozen corn
- 1/4 cup fresh cilantro, chopped
- 1 T hot pepper sauce
- 1/2 t chili powder

Garnish: avocado slices, shredded Monterey Jack cheese, French-fried onions

Melt butter in a Dutch oven over medium heat. Add garlic; cook and stir for one minute. Stir in tomatoes and cook for 5 minutes. Add remaining ingredients, except garnish, and bring to a boil. Reduce heat and simmer for 10 minutes. Ladle soup into bowls; garnish as desired. Serves 4.



Tip: To make your chowder extra "ghoulish," garnish individual servings with a sour-cream "spider web." Spoon sour cream into a plastic zip-lock bag, then seal the bag. Snip a tiny corner from the bag and pipe sour cream in circles over the soup. Starting at the center, run the tip of a knife through the sour cream to the edge of the bowl several times to resemble a spider web.

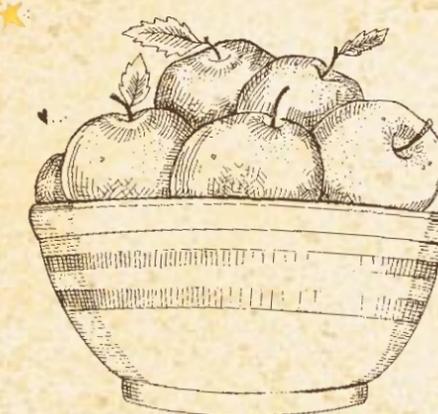


Slow-Cooker Apple Butter

Shared by Judith Jennings, Ironwood, Michigan

A fall trip to the orchard will send you home with baskets of the best crunchy apples. Don't miss the chance to turn some into this wonderful apple butter.

- 12 Granny Smith apples, cored, peeled, and quartered
- 1 1/2 cups brown sugar, packed
- 1/2 cup apple juice
- 1 T lemon juice
- 1 t allspice
- 4 1/2-pint, freezer-safe, plastic containers and lids, sterilized



Combine all ingredients in a slow cooker. Cover and cook on low setting for 8 to 10 hours, or until apples are very tender. Mash apples with potato masher or fork. Cook, uncovered, on low setting for 1 to 2 hours, stirring occasionally, until mixture is very thick. Cool about 2 hours. Spoon into sterilized containers, leaving 1/2-inch headspace; secure lids and freeze. Thaw in refrigerator before using. Makes 4 containers.