



MEDIA RELEASE

TENNESSEE DEPARTMENT OF AGRICULTURE
MARKET DEVELOPMENT DIVISION

www.PickTnProducts.org

FOR IMMEDIATE RELEASE

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Best Supporter of Small Businesses? Other Small Businesses

NASHVILLE – This holiday season, if you want to buy local when you shop, look no further than Mom and Pop.

Small Business Saturday is Nov. 29, and independent shop owners across Tennessee will be looking for a bump in sales from consumers who support the retailers rooted in their own communities. Support from those who live and give local can produce an economic ripple effect: Tennessee's "small batch" and artisan food makers often depend on other small businesses to sell their products to the public. Large box stores may be unable to carry many upscale local products because the producers can't meet the retail chain's large volume requirements.

Typical independent businesses that carry local products include gift shops, florists, local wineries, food co-ops, or regional diners and restaurants. Some of these small businesses specialize in gift baskets made with Tennessee products and can ship those baskets to their recipients.

Another easy way to find local products without pounding the local pavement is to visit the Taste of Tennessee Online Store at www.picktnproducts.org.

To access the online store, go to the Pick Tennessee homepage click and on the Taste of Tennessee gift basket image. Shoppers can click on links and connect to a business or producer site. The products can then be purchased directly from the producer.

Find farms and retail stores with local products, seasonal foods, wineries and gift baskets at www.picktnproducts.org. Follow Pick Tennessee on Pinterest, Facebook and Twitter.

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