

PRESS COVERAGE HIGHLIGHTS



candles

Once Burned, Twice Gifted

Candles are becoming more giftable than ever, thanks to the trendy use of recycled materials and the practice of repurposing vessels after the wax has melted away.

BY ALEX HERRING

Candles aren't known for being "the gift that keeps on giving," but thanks to current market trends, that's exactly what many of them are now. From recycled wine and beer bottles to concrete containers that can be reused as a planter, a pencil holder and more, manufacturers are increasingly packaging candles in ways that stretch the limits of what these products can offer. Not only does the gift of a candle add decorative value

to the home, but sustainable value as well, and shoring off the possibility within a store display can benefit both retailers and customers alike.

Going Green with Candles

Undoubtedly, the best reason to stock candles in vessels made from recycled materials is that it's good for the environment. Many candles are packaged inside of recycled glass jars and containers. For instance, and according to the Glass Packaging Institute,

one ton of natural resources are saved with every ton of glass that gets recycled. It's also beneficial for the economy: the Container Recycling Institute reports that recycling 1,000 tons of glass creates more than eight jobs.

Recycled glass can also work well for merchandising purposes. Just take a look at Torchard Products, a company that uses recycled beer bottles and growlers—all of which are cut at a 30-degree angle and sanded down for smooth edges that won't cut into the

Sempre Beve candles are made to be repurposed as stemless wine or cocktail glasses. A portion of profits from these candles helps support the Nature Conservancy, a leading conservation organization that protects and conserves ecologically important lands and bodies of water. Sempre Beve. terracosm.com

RETAIL TIP

'America Recycles Day' is nationally observed on November 15. Try planning a social post that day that promotes recycling and encourages your customers to do their part by purchasing gifts made from recycled materials, such as candles.



OUR CITY'S ULTIMATE TASTEMAKERS

Call it charisma, connections or celebrity status. It's the reason the people on our A-List turn heads when they walk into a room. They set trends, make things happen and keep themselves—and Kansas City—in the news.

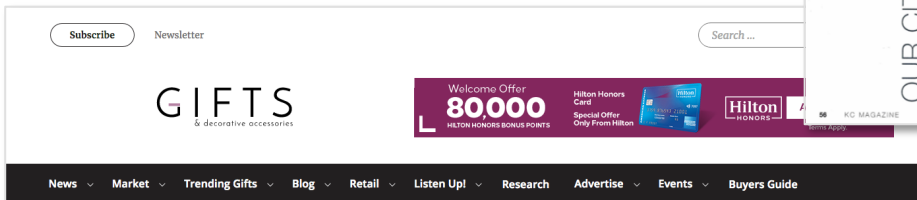
So we asked them to drop names—who whisks them to a prime table when the restaurant is packed. Who does their hair, books back the freshest fish and

EUROPEAN CHIC

Since arriving in Kansas City and becoming owner of Scandia Down on the Country Club Plaza, Ursula Terpasi's store has had the highest increase in sales throughout the national retail network. Could the success be due to Ursula's clever "Who's sleeping in our bed?" campaign, which has featured a virtual who's who of Kansas City? Ursula adds that she has more of her items at benefit auctions than in the store. She contributes to the Symphony Ball and Designer's Showcase, the American Heart Association, the Women's Political Caucus, DFA, Turning Point, the Kemper Museum, Good Samaritan Project and ReStart. This spring, Ursula earned national exposure when her gift of bedding was featured on TV's "Extreme Home Makeover."

URSULA'S ULTIMATE KC LIST

The Country Club Plaza—especially during the holiday season—is more European than many European cities. I love sipping a cappuccino at Latte Land, lunch at the Classic Cup or re-Verse—all alfresco, of course. Discovering the uniqueness of the Crossroads Arts district, not only on First Fridays, but anytime. It's our SoHo and TriBeCa district all in one. The peaceful beauty and rural environment of Westberry Lake—its only an hour from the Plaza, but it feels like the North woods. It's so nice to come home to our own Golden Pond! It's hard to choose a favorite, but when I introduce friends to KC, I love The Majestic on Broadway, Plaza III, and of course the entertainment at the Fairmont. I don't have much time for shopping, but for nails, pedicures and easy-care hair I head to Le Nails on Bellevue and Dingo's Hair Salon on Ross. When I need an outfit for any occasion, I call Helga at St. John, then I run across the street to see Victor at Halls for the perfect pair of shoes. I toss on a scarf, and voilà! I'm done. My favorite Italian restaurant is Jasper's, but I would never take my Sicilian mom there when she visits. She'd find out why I'm not going back home as often for her great cooking. My favorite romantic place to meet my husband, Jim, on my way home is Café des Amis in Parkville. My favorite drink is a Bellini—so light, so fresh & so Venetian—at the Tuscan Grill on the Plaza.



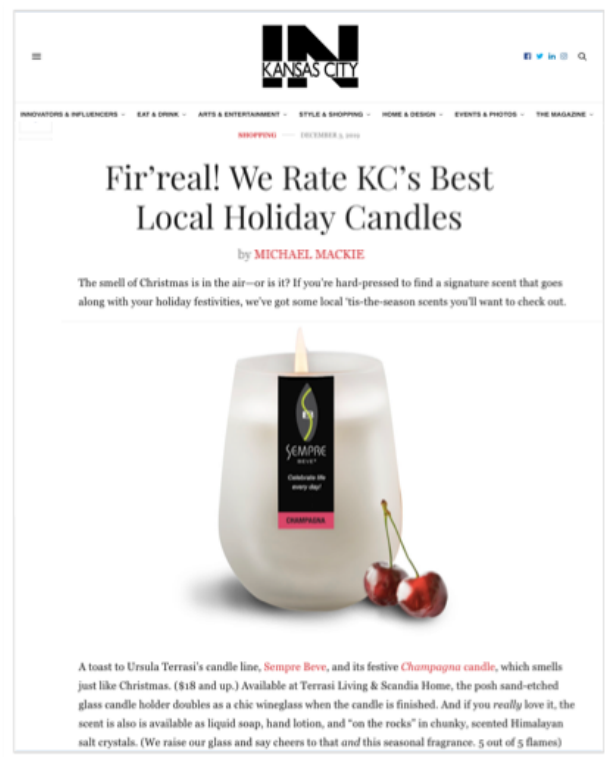
This Week's Picks: Our Favorite Finds from AmericasMart

Alex Herring's Pick: The Scent of Italy



As *Gifts and Dec's* resident candle expert, I am in no short supply of great fragrance. At home, I am fully stocked with scents of all kinds, from sweet and floral to exotic and woody, and though it's hard to choose a favorite, lately, I've been obsessed with [Sempre Beve's](http://SempreBeve.com) Vermuth, a soy wax blend of citrus and fresh green botanicals.

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The olfactory sense is closely connected to emotion and memory, so make your house smell divine. KC's own Ursula Terrasi has launched a killer scented-candle line called *Sempre Beve*, available online and at her Plaza shop, **Terrasi Living and Scandia Down**. Her Champagne scent has a hint of evergreen; perfect for the holidays.

Crushing on Kansas City Wineries

by KATIE VAN LUCHENE

Food pairing advice is just one of the reasons to visit local wineries and tasting rooms. You'll be talking to passionate winemakers and people who are familiar with the varietals. You'll get kitchen-tested winners for what to serve at that special gathering or the ideal gift for a finicky host.

Haute Hostess Gifts for the Vinophile



Ursula Terrasi's creation, **Sempre Beve** soy candles, will scent your home for 90 hours. When the aroma ends, the frosted glass container becomes a stemless wine glass. The scents appeal to both men and women; this time of year we're partial to Champagne with notes of evergreen and sweet nectar. \$36.

Terrasi Living & Scandia Home.