

How-To Basket

Included in Kit:

- 6 Farm-style Peck Baskets
- 6 Nests of Shredded Straw Filler
- 6 Bags of Crinkle Paper
- 6 Pull String Bows
- 7 Shrink Wrap Bags (1 extra in case of rips)
- 1 Evergreen Pick, Pre-cut into pieces

NOT Included in Kit:

- McCutcheon's products (must be purchased separately)
- Packing Peanuts
- Clear Tape
- Heat Gun
- Turntable
- Scissors
- Candies (optional)

Enough to make 6 gift baskets | Cost is \$27.95 per kit

Step 1: Choosing Product For Your Basket

- We recommend choosing a range of tall and short products for dimension.
- At McCutcheon's, we often use a bottle of sparkling cider in the center to make the basket appear nice and tall.
- Choose 4-5 pint sized products to use around the outer edges of your basket. Think about flavors that go well together or consider a theme for your basket. Some themes we often use are: Fruit Butters, Hot and Spicy, BBQ or Picnic items.
- If you like, also include some smaller items such as a dip mix or hot cocoa mix— be creative!



How-To Basket

Step 2: Beginning To Build Your Basket

- Fill the empty basket almost to the top with packing peanuts.
- Place one straw nest on top of the peanuts.

Step 3: Building Your Basket Continued..

- Open the plastic shrink bag carefully to avoid rips and place it on the turntable.
- Place basket carefully inside the shrink bag.
- Consider putting your business card in a visible spot inside the bag. (We place ours on the bottom of the basket or low on the side.)



Step 4: Placing Product In Your Basket

- Place the tallest product in the center of the basket and surround or “nest” it with straw to keep it steady.
- Keep your shorter products on the outside of the basket and make sure they sit high enough above the basket rim for visibility. Remember to keep all labels facing out so your customer can easily tell what products are inside.
- Stretch the straw filler in between jars to help prop them up.
- Add the decorative crinkle paper between all of your products, and remember not to hide product labels.
- Make sure the basket feels balanced when you move it; you don’t want your completed basket tipping over on your shelves.
- Turn the basket using your turntable to make sure the product is placed exactly where you want it.

How-To Basket

Step 5: Adding Other Goodies

- Use evergreen pieces or small candies to fill in any remaining gaps.
 - ✓ If you want to make baskets year round, seasonal picks can be purchased at your local craft store. Our kit includes evergreen pieces, but you can get really creative. Simply keep an eye out on the price of your decoration and don't be afraid to up the price of your basket if you need to.

Step 6: Shrink Wrapping Your Basket

- Carefully pull the plastic shrink bag up around your basket. The shrink wrap bags are delicate, so try not to rip it as you pull it up.
- Pull the bag evenly towards the top and gather it in the center, and make sure to not twist the bag at the top as this will cause wrinkles.
- Use clear tape to secure.
- Turn your basket on turntable once more and adjust product as necessary. Sometimes, things shift as you move the bag.
- Turn on the heat gun to low heat.
- Keep the heat gun 4-6 inches away from the basket, any closer will burn a hole in the plastic.
- Aim the hot air at the shrink plastic and shrink away!
 - ✓ Don't hover the heat gun over any one spot, especially sharp edges for too long, as this could cause a hole to form.
 - ✓ We always suggest starting at the bottom of the basket and shrinking the basket bottom to top.
- Do not heat the tape or any of the plastic shrink wrap above the tape it just doesn't look good.
- Once the basket is shrink wrapped nice and tight CAREFULLY lift the bottom edge of your basket and heat the very bottom.
- Turn off the heat gun.



How-To Basket

Step 7: Final Touches

- Inspect your basket to make sure you didn't miss any spots while shrink wrapping.
- Tie a bow around the tape at the top of the basket.
- Cut off long strands from the bow and tie them around the top, as well. Curl the string with scissors as a nice final touch.
- Price your basket and watch your product sell!

Final Thoughts...

Looking for a higher profit margin? Bump the price up a bit! Just don't price yourself out of a sale. You'd be surprised at how quickly baskets will sell during the holiday season - especially as last minute gifts.

If you want to sell baskets year-round, consider reaching out to local Real Estate agents - they are always looking for a nice "Welcome Home" gift for their clients!

