

The Gift Basket Formula

*Turn your kitchen table into a
business people line up for*

COMPLETE
COURSE

40+
BASKET
RECIPES

VIDEO
CLASSES

8 BOX
TEMPLATES

LAUNCH KIT
INCLUDED

3 FREE
BONUSES



BY SARAH WHITFIELD

MODULE 2

Basket Recipes: What Goes Inside

Forty-one baskets, one page each. Every recipe lists what goes inside, what it costs at a regular grocery or discount store, and what it sells for using the 2.5× method from the Formula. Copy the recipe exactly the first time; swap items for what's on sale once you've made two.

Prices are U.S. dollars from my own receipts; use them as proportions if you're somewhere else. The "share" line covers the container, shred, tissue, cellophane, ribbon and tag, which you buy in bulk.

Breakfast in a Basket	\$75	Valentine's	\$95
Breakfast for Two	\$85	Mother's Day	\$95
The Boo Basket	\$75	Mother's Day Brunch	\$95
Boo Basket for Kids	\$55	Easter	\$75
Hostess Basket	\$95	Graduation	\$85
Teacher Appreciation	\$65	Father's Day Crate	\$85
Teacher Tea Break	\$60	Coffee Lover	\$75
Christmas Basket	\$125	Tea Time	\$75
Cocoa Night	\$95	Wine & Cheese	\$135
Corporate Thank-You	\$110	Charcuterie Kit	\$110
Realtor Closing Gift	\$125	Wedding Party	\$95
New Home	\$110	Welcome Home Hospital	\$85
New Neighbor Welcome	\$65	New Puppy	\$60
New Baby	\$90	The Gardener	\$75
New Mom Care	\$110	Movie Night	\$75
Spa Day	\$110	Game Day	\$65
Mini Spa	\$55	Sympathy	\$95
Get Well Soon	\$65	Summer Picnic	\$75
Thank You	\$55	Self-Care for Him	\$85
Birthday Classics	\$85	Thanksgiving Table	\$110
Kids' Birthday	\$50		



ANY / THANK YOU · YEAR-ROUND

Breakfast in a Basket

Container Medium wicker basket **Hero** Artisan bread

What goes inside	Cost
Artisan bread or 4 croissants	\$5
Jam	\$3
Honey or granola	\$3
White mug	\$2
Ground coffee or tea tin	\$5
Linen napkin	\$2
Dried-flower sprig	\$1
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$25

SELLS FOR

\$75

YOU KEEP

\$50

MARKUP

3.0×

BUILD NOTES

- Hero first: artisan bread goes in at the back-center before anything else.
- Container: medium wicker basket. Line it with tissue, then shred to one inch above the rim.
- Best window: any / thank you. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



VALENTINE'S / ANNIVERSARY · WINTER

Breakfast for Two

Container Printed tray **Hero** Two croissants + two mugs

What goes inside	Cost
4 croissants	\$4
2 white mugs	\$4
Jam	\$3
Small jar of honey	\$3
Coffee bag	\$5
Heart cookies	\$4
Red satin ribbon	\$1
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$28

SELLS FOR

\$85

YOU KEEP

\$57

MARKUP

3.0×

BUILD NOTES

- Hero first: two croissants + two mugs goes in at the back-center before anything else.
- Container: printed tray. Line it with tissue, then shred to one inch above the rim.
- Best window: valentine's / anniversary. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



HALLOWEEN · FALL

The Boo Basket

Container Printed tray / low basket **Hero** Plush ghost or pumpkin

What goes inside	Cost
Plush ghost	\$5
Halloween candy bag	\$4
Orange or black candle	\$3
Cozy socks	\$3
2 mini pumpkins	\$2
Kraft box of cookies	\$4
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$25

SELLS FOR

\$75

YOU KEEP

\$50

MARKUP

3.0×

BUILD NOTES

- Hero first: plush ghost or pumpkin goes in at the back-center before anything else.
- Container: printed tray / low basket. Line it with tissue, then shred to one inch above the rim.
- Best window: halloween. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



HALLOWEEN · FALL

Boo Basket for Kids

Container Small wicker basket **Hero** Plush + glow sticks

What goes inside	Cost
Small plush	\$4
Candy	\$4
Glow sticks	\$2
Halloween socks	\$3
Coloring book + crayons	\$4
Mini pumpkin	\$1
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$22

SELLS FOR

\$55

YOU KEEP

\$33

MARKUP

2.5×

BUILD NOTES

- Hero first: plush + glow sticks goes in at the back-center before anything else.
- Container: small wicker basket. Line it with tissue, then shred to one inch above the rim.
- Best window: halloween. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



THANKSGIVING / DINNER PARTY • FALL

Hostess Basket

Container Medium wicker basket **Hero** Pumpkin bread

What goes inside	Cost
Pumpkin bread	\$9
Cranberry or apple jam	\$6
Small pie in plain box	\$10
Cinnamon sticks bundle	\$2
Mini pumpkin	\$1
Linen napkin	\$2
Burnt-orange ribbon	\$1
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$35

SELLS FOR

\$95

YOU KEEP

\$60

MARKUP

2.7×

BUILD NOTES

- Hero first: pumpkin bread goes in at the back-center before anything else.
- Container: medium wicker basket. Line it with tissue, then shred to one inch above the rim.
- Best window: thanksgiving / dinner party. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



BACK TO SCHOOL / END OF YEAR • FALL

Teacher Appreciation

Container Small wicker basket **Hero** Coffee bag

What goes inside	Cost
Coffee beans, plain kraft bag	\$7
Chocolate chip cookies, cellophane	\$4
White mug	\$2
Red apple	\$1
Kraft notebook	\$3
Colored pencils bundle	\$3
Sticky notes	\$2
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$26

SELLS FOR

\$65

YOU KEEP

\$39

MARKUP

2.5×

BUILD NOTES

- Hero first: coffee bag goes in at the back-center before anything else.
- Container: small wicker basket. Line it with tissue, then shred to one inch above the rim.
- Best window: back to school / end of year. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



TEACHER WEEK · SPRING

Teacher Tea Break

Container Printed small box **Hero** Tea tin

What goes inside	Cost
Tea tin, plain	\$6
Honey sticks	\$3
Shortbread cookies	\$4
Mug	\$2
Small succulent	\$4
Gift tag	\$0
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$23

SELLS FOR

\$60

YOU KEEP

\$37

MARKUP

2.6×

BUILD NOTES

- Hero first: tea tin goes in at the back-center before anything else.
- Container: printed small box. Line it with tissue, then shred to one inch above the rim.
- Best window: teacher week. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



CHRISTMAS • WINTER

Christmas Basket

Container Wicker basket / kraft box **Hero** Mini pine tree in pot

What goes inside	Cost
Mini potted pine	\$13
Gingerbread cookies bag	\$11
Hot cocoa jar with marshmallows	\$10
2 candy canes	\$1
Cream and gold ornaments	\$3
White mug	\$2
Pine sprigs	\$1
Plaid ribbon	\$1
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$46

SELLS FOR

\$125

YOU KEEP

\$79

MARKUP

2.7×

BUILD NOTES

- Hero first: mini pine tree in pot goes in at the back-center before anything else.
- Container: wicker basket / kraft box. Line it with tissue, then shred to one inch above the rim.
- Best window: christmas. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



CHRISTMAS • WINTER

Cocoa Night

Container Printed tray **Hero** Hot cocoa jar

What goes inside	Cost
Hot cocoa mix jar	\$6
Marshmallows bag	\$2
2 mugs	\$6
Cinnamon sticks	\$2
Shortbread	\$4
Plaid blanket, small	\$11
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$35

SELLS FOR

\$95

YOU KEEP

\$60

MARKUP

2.7×

BUILD NOTES

- Hero first: hot cocoa jar goes in at the back-center before anything else.
- Container: printed tray. Line it with tissue, then shred to one inch above the rim.
- Best window: christmas. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



CORPORATE / CLIENT GIFTS • YEAR-ROUND

Corporate Thank-You

Container Printed box with lid **Hero** Coffee + notebook

What goes inside	Cost
Coffee beans bag	\$11
Kraft notebook	\$3
Pen	\$2
Dark chocolate bar	\$7
Shortbread	\$7
Candle	\$4
Tea towel	\$3
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$41

SELLS FOR

\$110

YOU KEEP

\$69

MARKUP

2.7×

BUILD NOTES

- Hero first: coffee + notebook goes in at the back-center before anything else.
- Container: printed box with lid. Line it with tissue, then shred to one inch above the rim.
- Best window: corporate / client gifts. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



HOUSEWARMING / CLOSING · YEAR-ROUND

Realtor Closing Gift

Container Printed large box **Hero** Olive oil bottle

What goes inside	Cost
Olive oil	\$12
Small cutting board	\$10
Flaky salt jar	\$4
White candle in glass	\$7
Linen tea towel	\$3
Rosemary or mini plant	\$3
Crackers	\$3
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$46

SELLS FOR

\$125

YOU KEEP

\$79

MARKUP

2.7×

BUILD NOTES

- Hero first: olive oil bottle goes in at the back-center before anything else.
- Container: printed large box. Line it with tissue, then shred to one inch above the rim.
- Best window: housewarming / closing. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



HOUSEWARMING · YEAR-ROUND

New Home

Container Rectangular wicker basket **Hero** Sourdough loaf

What goes inside	Cost
Sourdough loaf	\$8
Olive oil	\$12
Flaky salt	\$4
Candle	\$8
Rosemary sprig	\$1
Linen tea towel	\$3
Jute ribbon	\$1
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$41

SELLS FOR

\$110

YOU KEEP

\$69

MARKUP

2.7×

BUILD NOTES

- Hero first: sourdough loaf goes in at the back-center before anything else.
- Container: rectangular wicker basket. Line it with tissue, then shred to one inch above the rim.
- Best window: housewarming. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



NEIGHBOR / WELCOME · YEAR-ROUND

New Neighbor Welcome

Container Small wicker basket **Hero** Local bread

What goes inside	Cost
Bread	\$5
Jam	\$3
Coffee	\$5
Mug	\$2
Blank note card	\$1
Dried flowers	\$1
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$21

SELLS FOR

\$65

YOU KEEP

\$44

MARKUP

3.1×

BUILD NOTES

- Hero first: local bread goes in at the back-center before anything else.
- Container: small wicker basket. Line it with tissue, then shred to one inch above the rim.
- Best window: neighbor / welcome. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



BABY SHOWER / NEW BABY • YEAR-ROUND

New Baby

Container Round white-washed basket **Hero** Knit blanket

What goes inside	Cost
Cream knit baby blanket	\$8
Onesie	\$5
Plush bunny	\$5
Knitted booties	\$4
Wooden rattle	\$4
Muslin swaddle	\$5
Baby's breath sprig	\$1
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$36

SELLS FOR

\$90

YOU KEEP

\$54

MARKUP

2.5×

BUILD NOTES

- Hero first: knit blanket goes in at the back-center before anything else.
- Container: round white-washed basket. Line it with tissue, then shred to one inch above the rim.
- Best window: baby shower / new baby. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



NEW BABY (FOR MOM) · YEAR-ROUND

New Mom Care

Container Printed tray **Hero** Robe or throw

What goes inside	Cost
Waffle robe	\$12
Herbal tea tin	\$5
Muffins box	\$5
Honey	\$3
Eye mask	\$3
Candle	\$4
Hand cream	\$4
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$40

SELLS FOR

\$110

YOU KEEP

\$70

MARKUP

2.8×

BUILD NOTES

- Hero first: robe or throw goes in at the back-center before anything else.
- Container: printed tray. Line it with tissue, then shred to one inch above the rim.
- Best window: new baby (for mom). Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



BIRTHDAY / MOTHER'S DAY / THANK YOU · YEAR-ROUND

Spa Day

Container Round seagrass basket **Hero** Waffle robe

What goes inside	Cost
Blush waffle robe	\$12
2 bath bombs	\$4
Bath salts jar	\$4
White candle	\$4
Face roller	\$5
Soap bar in kraft	\$3
Eucalyptus	\$1
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$37

SELLS FOR

\$110

YOU KEEP

\$73

MARKUP

3.0×

BUILD NOTES

- Hero first: waffle robe goes in at the back-center before anything else.
- Container: round seagrass basket. Line it with tissue, then shred to one inch above the rim.
- Best window: birthday / mother's day / thank you. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



GET WELL / THANK YOU • YEAR-ROUND

Mini Spa

Container Printed small box **Hero** Candle

What goes inside	Cost
Candle	\$4
Bath bomb	\$2
Soap bar	\$3
Eye mask	\$3
Herbal tea	\$4
Eucalyptus	\$1
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$21

SELLS FOR

\$55

YOU KEEP

\$34

MARKUP

2.6×

BUILD NOTES

- Hero first: candle goes in at the back-center before anything else.
- Container: printed small box. Line it with tissue, then shred to one inch above the rim.
- Best window: get well / thank you. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



GET WELL · YEAR-ROUND

Get Well Soon

Container Small wicker basket **Hero** Soup mug + tea

What goes inside	Cost
Large mug	\$3
Herbal tea tin	\$5
Honey sticks	\$3
Cozy socks	\$3
Crackers	\$3
Small puzzle book	\$3
Lip balm	\$2
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$26

SELLS FOR

\$65

YOU KEEP

\$39

MARKUP

2.5×

BUILD NOTES

- Hero first: soup mug + tea goes in at the back-center before anything else.
- Container: small wicker basket. Line it with tissue, then shred to one inch above the rim.
- Best window: get well. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



THANK YOU • YEAR-ROUND

Thank You

Container Small wicker basket **Hero** Cookies

What goes inside	Cost
Cookies box	\$5
Coffee or tea	\$5
Mug	\$2
Chocolate bar	\$3
Dried flowers	\$1
Note card	\$1
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$21

SELLS FOR

\$55

YOU KEEP

\$34

MARKUP

2.6×

BUILD NOTES

- Hero first: cookies goes in at the back-center before anything else.
- Container: small wicker basket. Line it with tissue, then shred to one inch above the rim.
- Best window: thank you. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



BIRTHDAY · YEAR-ROUND

Birthday Classics

Container Medium wicker basket **Hero** Sparkling cider

What goes inside	Cost
Sparkling cider	\$8
Chocolates in plain box	\$8
Party candle	\$2
Confetti bag	\$1
Mug	\$2
Cookies	\$5
Satin bow	\$1
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$31

SELLS FOR

\$85

YOU KEEP

\$54

MARKUP

2.7×

BUILD NOTES

- Hero first: sparkling cider goes in at the back-center before anything else.
- Container: medium wicker basket. Line it with tissue, then shred to one inch above the rim.
- Best window: birthday. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



CHILDREN'S BIRTHDAY • YEAR-ROUND

Kids' Birthday

Container Small basket Hero Plush

What goes inside	Cost
Plush	\$5
Candy	\$3
Bubbles	\$2
Crayons + coloring book	\$4
Stickers	\$1
Balloon	\$1
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$20

SELLS FOR

\$50

YOU KEEP

\$30

MARKUP

2.5×

BUILD NOTES

- Hero first: plush goes in at the back-center before anything else.
- Container: small basket. Line it with tissue, then shred to one inch above the rim.
- Best window: children's birthday. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



VALENTINE'S DAY · WINTER

Valentine's

Container Printed box **Hero** Chocolates

What goes inside	Cost
Chocolates box	\$8
Red candle	\$4
Heart cookies	\$4
Sparkling cider	\$6
2 mugs	\$4
Red satin ribbon	\$1
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$31

SELLS FOR

\$95

YOU KEEP

\$64

MARKUP

3.1×

BUILD NOTES

- Hero first: chocolates goes in at the back-center before anything else.
- Container: printed box. Line it with tissue, then shred to one inch above the rim.
- Best window: valentine's day. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



MOTHER'S DAY · SPRING

Mother's Day

Container Round basket **Hero** Small bouquet or plant

What goes inside	Cost
Small bouquet or potted plant	\$8
Candle	\$4
Herbal tea tin	\$5
Shortbread	\$4
Hand cream	\$4
Mug	\$2
Blush ribbon	\$1
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$32

SELLS FOR

\$95

YOU KEEP

\$63

MARKUP

3.0×

BUILD NOTES

- Hero first: small bouquet or plant goes in at the back-center before anything else.
- Container: round basket. Line it with tissue, then shred to one inch above the rim.
- Best window: mother's day. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



MOTHER'S DAY • SPRING

Mother's Day Brunch

Container Printed tray **Hero** Croissants

What goes inside	Cost
Croissants	\$4
Jam	\$3
Fresh berries	\$4
Sparkling cider	\$6
Mug	\$2
Fresh flowers	\$5
Linen napkin	\$2
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$30

SELLS FOR

\$95

YOU KEEP

\$65

MARKUP

3.2×

BUILD NOTES

- Hero first: croissants goes in at the back-center before anything else.
- Container: printed tray. Line it with tissue, then shred to one inch above the rim.
- Best window: mother's day. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



EASTER • SPRING

Easter

Container Pastel wicker basket **Hero** Plush bunny

What goes inside	Cost
Plush bunny	\$5
Chocolate eggs	\$5
Pastel candle	\$3
Cookies	\$4
Spring flowers	\$3
Pastel ribbon	\$1
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$25

SELLS FOR

\$75

YOU KEEP

\$50

MARKUP

3.0×

BUILD NOTES

- Hero first: plush bunny goes in at the back-center before anything else.
- Container: pastel wicker basket. Line it with tissue, then shred to one inch above the rim.
- Best window: easter. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



GRADUATION • SPRING

Graduation

Container Wooden crate Hero Journal

What goes inside	Cost
Journal	\$5
Pen	\$2
Coffee	\$7
Mug	\$2
Chocolate	\$4
Small plant	\$4
Ribbon in school color	\$1
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$29

SELLS FOR

\$85

YOU KEEP

\$56

MARKUP

2.9×

BUILD NOTES

- Hero first: journal goes in at the back-center before anything else.
- Container: wooden crate. Line it with tissue, then shred to one inch above the rim.
- Best window: graduation. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



FATHER'S DAY · SUMMER

Father's Day Crate

Container Wooden crate **Hero** Coffee or BBQ rub

What goes inside	Cost
Coffee beans	\$7
BBQ rub jar	\$5
Beef jerky	\$5
Mug	\$2
Nuts bag	\$4
Hot sauce	\$4
Jute ribbon	\$1
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$32

SELLS FOR

\$85

YOU KEEP

\$53

MARKUP

2.7×

BUILD NOTES

- Hero first: coffee or bbq rub goes in at the back-center before anything else.
- Container: wooden crate. Line it with tissue, then shred to one inch above the rim.
- Best window: father's day. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



ANY • YEAR-ROUND

Coffee Lover

Container Wooden crate **Hero** Coffee beans

What goes inside	Cost
Coffee beans	\$8
2 mugs	\$4
Biscotti	\$4
Chocolate bar	\$3
Cinnamon sticks	\$2
Kraft tag	\$0
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$25

SELLS FOR

\$75

YOU KEEP

\$50

MARKUP

3.0×

BUILD NOTES

- Hero first: coffee beans goes in at the back-center before anything else.
- Container: wooden crate. Line it with tissue, then shred to one inch above the rim.
- Best window: any. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



ANY / GET WELL · YEAR-ROUND

Tea Time

Container Printed tray **Hero** Tea tins

What goes inside	Cost
2 tea tins	\$8
Honey	\$3
Shortbread	\$4
Teacup	\$3
Tea strainer	\$3
Lemon cookies	\$4
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$29

SELLS FOR

\$75

YOU KEEP

\$46

MARKUP

2.6×

BUILD NOTES

- Hero first: tea tins goes in at the back-center before anything else.
- Container: printed tray. Line it with tissue, then shred to one inch above the rim.
- Best window: any / get well. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



HOUSEWARMING / THANK YOU (ADULTS) • YEAR-ROUND

Wine & Cheese

Container Rectangular basket **Hero** Wine bottle

What goes inside	Cost
Wine	\$15
Crackers	\$3
Hard cheese (deliver same day)	\$11
Olives jar	\$7
Nuts	\$4
Cheese knife	\$4
Linen napkin	\$2
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$50

SELLS FOR

\$135

YOU KEEP

\$85

MARKUP

2.7×

BUILD NOTES

- Hero first: wine bottle goes in at the back-center before anything else.
- Container: rectangular basket. Line it with tissue, then shred to one inch above the rim.
- Best window: housewarming / thank you (adults). Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



PARTY / HOSTESS • YEAR-ROUND

Charcuterie Kit

Container Wooden tray **Hero** Cutting board

What goes inside	Cost
Cutting board	\$10
Crackers	\$3
Salami	\$9
Olives	\$6
Fig jam	\$4
Nuts	\$4
Rosemary	\$1
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$41

SELLS FOR

\$110

YOU KEEP

\$69

MARKUP

2.7×

BUILD NOTES

- Hero first: cutting board goes in at the back-center before anything else.
- Container: wooden tray. Line it with tissue, then shred to one inch above the rim.
- Best window: party / hostess. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



BRIDESMAIDS / WEDDING • SUMMER

Wedding Party

Container Printed box **Hero** Candle

What goes inside	Cost
Candle	\$5
Robe or scrunchie set	\$10
Champagne flute	\$4
Chocolates	\$5
Face mask	\$3
Blush ribbon	\$1
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$32

SELLS FOR

\$95

YOU KEEP

\$63

MARKUP

3.0×

BUILD NOTES

- Hero first: candle goes in at the back-center before anything else.
- Container: printed box. Line it with tissue, then shred to one inch above the rim.
- Best window: bridesmaids / wedding. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



NEW BABY / SURGERY • YEAR-ROUND

Welcome Home Hospital

Container Medium basket **Hero** Blanket

What goes inside	Cost
Soft throw	\$10
Herbal tea	\$5
Cookies	\$4
Puzzle book	\$3
Lip balm	\$2
Socks	\$3
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$31

SELLS FOR

\$85

YOU KEEP

\$54

MARKUP

2.7×

BUILD NOTES

- Hero first: blanket goes in at the back-center before anything else.
- Container: medium basket. Line it with tissue, then shred to one inch above the rim.
- Best window: new baby / surgery. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



NEW PET • YEAR-ROUND

New Puppy

Container Small wicker basket **Hero** Plush toy for dog

What goes inside	Cost
Dog plush toy	\$5
Treats bag	\$5
Bandana	\$3
Tennis balls	\$3
Bowl	\$4
Tag	\$0
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$24

SELLS FOR

\$60

YOU KEEP

\$36

MARKUP

2.5×

BUILD NOTES

- Hero first: plush toy for dog goes in at the back-center before anything else.
- Container: small wicker basket. Line it with tissue, then shred to one inch above the rim.
- Best window: new pet. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



ANY • SPRING

The Gardener

Container Wooden crate Hero Potted herb

What goes inside	Cost
Potted herb	\$5
Gardening gloves	\$5
Seed packets	\$4
Hand cream	\$4
Watering can, small	\$6
Jute ribbon	\$1
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$29

SELLS FOR

\$75

YOU KEEP

\$46

MARKUP

2.6×

BUILD NOTES

- Hero first: potted herb goes in at the back-center before anything else.
- Container: wooden crate. Line it with tissue, then shred to one inch above the rim.
- Best window: any. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



FAMILY / TEEN • YEAR-ROUND

Movie Night

Container Printed tray **Hero** Popcorn

What goes inside	Cost
Popcorn kernels jar	\$4
Candy boxes	\$5
2 mugs or cups	\$4
Cozy socks	\$3
Blanket, small	\$8
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$28

SELLS FOR

\$75

YOU KEEP

\$47

MARKUP

2.7×

BUILD NOTES

- Hero first: popcorn goes in at the back-center before anything else.
- Container: printed tray. Line it with tissue, then shred to one inch above the rim.
- Best window: family / teen. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



SPORTS / FATHER'S DAY · FALL

Game Day

Container Wooden crate **Hero** Chips + salsa

What goes inside	Cost
Chips	\$3
Salsa jar	\$4
Nuts	\$4
Jerky	\$5
Soda or cider	\$4
Team-color ribbon	\$1
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$25

SELLS FOR

\$65

YOU KEEP

\$40

MARKUP

2.6×

BUILD NOTES

- Hero first: chips + salsa goes in at the back-center before anything else.
- Container: wooden crate. Line it with tissue, then shred to one inch above the rim.
- Best window: sports / father's day. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



CONDOLENCES • YEAR-ROUND

Sympathy

Container Round basket Hero Candle

What goes inside	Cost
White candle	\$5
Herbal tea	\$5
Honey	\$3
Shortbread	\$4
Soft throw	\$10
White flowers sprig	\$2
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$33

SELLS FOR

\$95

YOU KEEP

\$62

MARKUP

2.9×

BUILD NOTES

- Hero first: candle goes in at the back-center before anything else.
- Container: round basket. Line it with tissue, then shred to one inch above the rim.
- Best window: condolences. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



SUMMER / HOSTESS • SUMMER

Summer Picnic

Container Rectangular basket **Hero** Lemonade

What goes inside	Cost
Lemonade bottle	\$4
Crackers	\$3
Jam	\$3
Cookies	\$4
2 cups	\$3
Picnic napkins	\$3
Gingham ribbon	\$1
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$25

SELLS FOR

\$75

YOU KEEP

\$50

MARKUP

3.0×

BUILD NOTES

- Hero first: lemonade goes in at the back-center before anything else.
- Container: rectangular basket. Line it with tissue, then shred to one inch above the rim.
- Best window: summer / hostess. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



BIRTHDAY / FATHER'S DAY · YEAR-ROUND

Self-Care for Him

Container Wooden crate **Hero** Beard oil or soap set

What goes inside	Cost
Soap bar set	\$8
Coffee	\$7
Mug	\$2
Chocolate	\$4
Socks	\$3
Jute ribbon	\$1
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$29

SELLS FOR

\$85

YOU KEEP

\$56

MARKUP

2.9×

BUILD NOTES

- Hero first: beard oil or soap set goes in at the back-center before anything else.
- Container: wooden crate. Line it with tissue, then shred to one inch above the rim.
- Best window: birthday / father's day. Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.



THANKSGIVING (U.S.) • FALL

Thanksgiving Table

Container Large wicker basket **Hero** Pecan pie

What goes inside	Cost
Pecan pie in plain box	\$12
Pumpkin bread	\$9
Cranberry jam	\$3
Cinnamon sticks	\$2
2 mini pumpkins	\$2
Linen napkins x2	\$8
Burnt-orange ribbon	\$1
Container, shred, tissue, cellophane, ribbon, tag (share)	\$4

REAL COST

\$41

SELLS FOR

\$110

YOU KEEP

\$69

MARKUP

2.7×

BUILD NOTES

- Hero first: pecan pie goes in at the back-center before anything else.
- Container: large wicker basket. Line it with tissue, then shred to one inch above the rim.
- Best window: thanksgiving (u.s.). Announce it five weeks ahead; most orders come two to three weeks out.
- Finish: cellophane pulled tight with the hair dryer, 1½" satin ribbon, square knot, kraft tag.