

The Ultimate 2019 Gift Guide

by: *parsnip*

Created in collaboration with some of the
best gift-givers out there!



10 Collabs for the Partnership Fan

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6 Gifts For the Experience Junkie

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16 Gifts For the Wellness Traveler

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6 Gifts For the Good Food Foodie

By: Allison Ball, Creator of Retail Ready™ and Food Biz Wiz™ Podcast Host

* Denotes that brand is a Parsnip member!

10 Collabs for the Partnership Fan

Double the impact with these killer collabs this holiday season!

By: Sally Rogers, Founder & CEO - Parsnip

Parsnip is a matchmaking platform for better-for-you brands. Parsnip is on a mission to connect better-for-you brands to other brands, events, influencers, and agencies to work on co-marketing activities together.



◀ Woolly Wax x Laws Whiskey House: "It's tough to find a gift for someone that already has everything, so I lean on candles in unique scents to fulfill that need! This collab fits the bill for someone that loves a cold drink on a cold night."



▲ Lo and Behold Naturals* x Carrboro Coffee Roasters Espresso Lip Balm: "I spent my college years in Chapel Hill, so Carrboro Coffee Roasters is near to my heart. I love that Lo and Behold Naturals didn't just make their own espresso for this lip balm, but instead used a partnership to showcase the power of ground espresso in a beauty product!"



▼ Wild Friends* x Be Well by Kelly Be Well Nut Butter Blends: "Another brand x influencer collab, this time with a super nutrient-rich, sugar-free nut butter for your morning apple slices or afternoon snack cravings!"



◀ Askinosie Chocolate x A Beautiful Mess Dark Chocolate + Coconut Sugar & Toasted Coconut CollaBARation™ Bar: "I'm a huge fan of coconut AND chocolate AND supporting small producers. This collab based out of Missouri is a stellar example of influencer x brand -- love it!"



◀ Jacobsen Salt Co. x Diaspora Co.* Turmeric Popcorn Seasoning: "Top your popcorn with an aromatic blend from two of the best spice companies out there? Yes, please!"



▲ Etta + Billie* x Ritual Roasters Mint Coffee Body Scrub: "I love it when the products you use on your body are also products you put in your body, so the incorporation of fair trade organic coffee in this Etta + Billie body scrub is a win."



◀ Amborella Organics* x Zen Remedy: "The perfect little gift for your friend with the sweet tooth, I love that a candy company figured out a way to cobrand with a non-profit and make something beautiful and tasty in the process!"



▼ Ariel Gordon x Murchison-Hume* Jewelry Cleaner: "Take the expert in jewelry combined with the expert in cleaning products, and you get this perfect gift for your pal that has all the baubles you admire."



▶ Nuttzo* x Eating Evolved Organic Paleo Chocolate Power Fuel: "This is a gift that keeps on giving, because the uses for a chocolate nut butter are numerous! Plus, the social mission of Nuttzo is something that every gift-giver should be supporting this holiday season!"



◀ Mizuba Tea Co.* x Mattole Valley Natural's Organic Whey Protein Powder: "Convenience items like powders and travel-size are all the rage these days, so when you combine a better-for-you, 1% for the planet-giving, stellar product like Mattole with the yumminess of Mizuba matcha, this is an amazing gift for that person that loves the tastiness of matcha and just doesn't have time to do more than whip it into a smoothie."

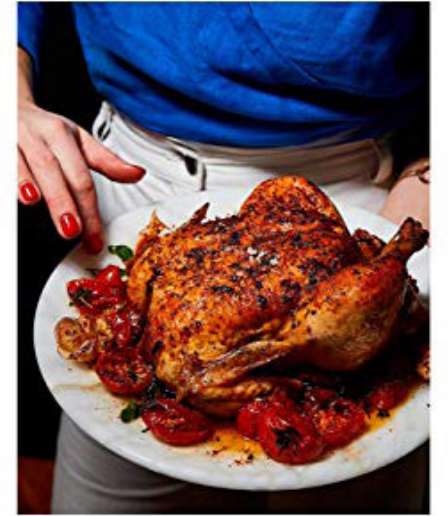


MASTERCLASS

◀ MasterClass Gift Card — “Who wouldn't want to learn how to bake like Dominique Ansel, cook like Thomas Keller, or think creatively like Anna Wintour?”

Nothing Fancy: Unfussy Food for Having People Over by Alison Roman: “Alison Roman's latest book is breaking the Internet and chances are your favorite host is eyeing this gem! The recipes are approachable yet wow-worthy and oh-so-perfect for dinner parties.” ▶

nothing fancy



ALISON ROMAN



6 Gifts for the Experience Junkie

If hosting gatherings & cooking classes are their speed, they will love these!

By: Cynthia Samanian, Founder & CEO - Hidden Rhythm

Hidden Rhythm is an experiential marketing agency for natural food and wellness brands. Cynthia and her team have produced intimate influencer dinners, large-scale pop-ups, and everything in between for clients including Bare Snacks, Bob's Red Mill, and Native.

Hedley & Bennett Apron: “From cooking to painting to gardening, whatever your experience junkie loves doing, they'll love even more while wearing one of Hedley & Bennett's high-quality, colorful aprons.” ▼



◀ Hudson Grade - Reclaimed Wood Cheeseboard: “Because one can never have too many serving boards. That special host in your life will love designing all kinds of parties around this gorgeous centerpiece”



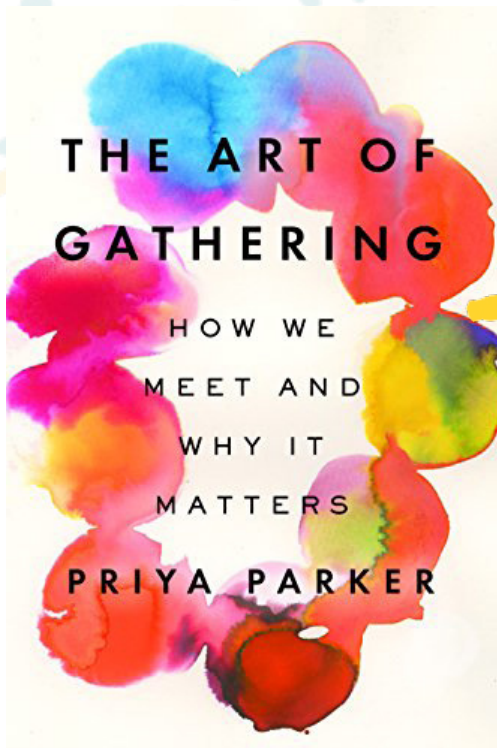
▲ Sourdough Bread Baking Class - Josey Bakey Bread: “Sourdough is all about the journey which is music to your experience-loving pal's ears. I loved taking the class offered through Josey Baker Bread, but if you're not in the SF Bay Area, check your local cooking school!”

THE ART OF GATHERING

HOW WE MEET AND WHY IT MATTERS

PRIYA PARKER

▲ The Art of Gathering by Priya Parker: “Whether it's for their next work meeting or dinner party at home, gatherings will never feel the same after reading this book filled with inspiration and tips”



B.yellowtail - "Faith" Blanket:
 "Gorgeous 100% New Zealand wool blanket designed by Bethany Yellowtail (Apsaalooke (Crow) & Tsetsehestahese/So'taeo'o (Northern Cheyenne). Warm and cozy, with colors and pattern to match." ▼



East Parlor - Hand-Woven Scarf:
 "Hand-woven with timeless patterns and super soft materials, East Parlor's scarves are high quality and made to last a lifetime. A great way to layer and keep warm throughout the winter in patterns that compliment any style!"

Happy Place Candle Co. - Sandalwood Linen Candle: "Cozy mood set with the lighting of a candle, cozy mood maintained with the warm fragrance filling the air!" ▶



Tasty Good Toffee- Milk Chocolate Pecan Toffee: "Made with a family recipe, Nebraska-grown pecans and a perfect blend of flavors, any of the toffees from Tasty Good Toffee would make a perfect gift for anyone on your holiday gift list." ▼



7 Perfect Cozy Winter Gifts

For the holiday-fantatic, the snuggler, and the hygge lover!

By: Ali Yahnke, Owner - Snowshoe & Company

Snowshoe & Company* is a family owned and operated online retailer specializing in simple things for special days. Seasonally, we produce our signature sea salt caramels and small-batch candies using traditional recipes and simple ingredients, locally sourced when possible.



Artemis Tea Huntress Tea Blend:
 "This the perfect blend of tea for cold winter days - crafted to 'uplift the mood, nourish the heart and adrenals, and strengthen focus, physical stamina, and immune response.' Not only is it packed with powerful herbs, it tastes divine and adds a spice to the air that's warming. With winter upon us, we need all the support we can get and a warm mug of tea is perfect the perfect way to cozy up on a cold eve."



Megan Schroll - Handmade Ceramic Bowl: "A bowl of soup tastes better in a handmade bowl! Made by hand and painted by hand, there's an artisanal feel to everything Megan makes."

Apothekers Kitchen- Hot Cocoa:
 "High quality and ethically sourced, rich and cozy hot cocoa! It's sweetened with maple sugar and perfectly divine. All of their products are created with care and incredible ingredients." ▶



16 Gifts for the Wellness Traveler

For anyone on your list who is always on-the go and always on trend!

By: Julia Kiffel - Brand and Partnership Marketing

Julia has worked in brand marketing & partnerships for the past four years in NYC. She has a passion for health, wellness and travel and loves connecting brands with various experts and bringing authentic partnerships to life.

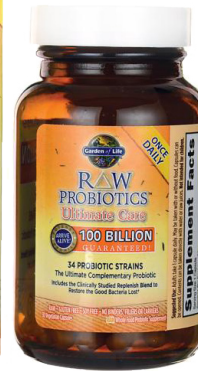
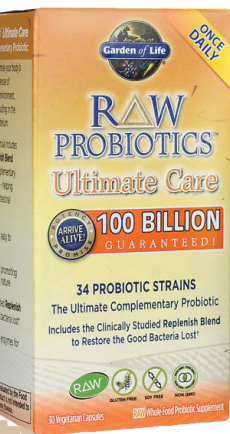
1. Stasher bags
2. Healthy Human Stainless Steel Water Bottle*
3. Mate The Label Set
4. Garden of Life Travel Friendly Probiotics
5. Reformation x New Balance Sneakers
6. Four Sigmatic Mushroom Coffee
7. Away Everywhere Bag
8. Away Bigger Carry On
9. Beam CBD Drops
10. Vital Protein Collagen Peptides
11. Garden of Life Oil of Oregano
12. Pukka Elderberry Syrup
13. Bose Noise Canceling Headphones
14. Honest Hazel Eye Gels
15. Cocokind Rosewater Facial Toner*
16. Cocokind Chia Facial Oil*



2. "Lack of humidity in cabin planes dehydrates you. Add in a PurifiCup to ensure your water is filtered." ▼



3. "Clean, sustainable & super comfortable for all your travels" ◀



4. "Some probiotics have bacteria which die at room temperature" ▼

5. "Sustainable, cute and comfy!" ◀



6.

7. "The perfect plus one. Designed to slide over your suitcase (trolley slip) you'll glide through airports with ease." ▼



14. "Super hydrating for under eyes" ◀



▲ 14. & 15. "Both super hydrating that can be applied mid-travels"



13. "No explanation necessary!!!" ◀



11. & 12. "Go to for any sort of sickness/oncoming sickness" ▶



9.



8. "The compression pad and straps allows you to fit more into your luggage, wheels that glide, TSA locks that keep your possessions safe and a compression pad to fit more in, + a battery!" ◀



10.

1. ▲ Fill with essentials like tea (Matcha & green tea for energy, ginger or fennel tea for digestion, peppermint for relaxation), individual nut butter packets, collagen packets, a frother, etc.



6 Gifts For The Good Food Foodie

For the home-chef, food lover, and real food advocate in your life!

By: Allison Ball, Creator of Retail Ready™ and Food Biz Wiz™ Podcast Host

Alli Ball is a former Grocery Buyer turned Wholesale Consultant, and the creator of Retail Ready™, and online course for producers of packaged product in the food industry. Find her on her [website](#), or weekly on Food Biz Wiz™, her [podcast](#) about wholesale strategy!



Knife Sharpening Gift Certificate: "One of my favorite things to give a home cook is a gift certificate to get their knives sharpened at a local knife shop - no matter where you live there's bound to be a knife shop (or even an independently owned hardware store!) in your area, and this is one of those little things that we often forget to do for ourselves but makes all the difference in the kitchen. I'm partial to [Bernal Cutlery](#) if you're local to the Bay Area!"



FreshForce™ Citrus Juicer: "I've never met someone who failed to agree this is the best citrus juicer in the world. Stuck on what to give your favorite foodie? This \$25 gift works like a charm. Trust me."



Mommenpop Vermouth: "Did you know that most vermouth is made with artificial colors, sweeteners and flavors? I've fallen hard for Mommenpop Vermouth, which is handmade by Napa winemaker Samantha Sheehan with California grapes, California citrus, and thoughtfully sourced spices - that's it. It's perfect sipped on its own, topped with bubbly, or mixed into cocktails, plus the packaging is so pretty that all you need to do is add a ribbon and you're ready to go!"

The Good Apron - GDS Cloth Goods*:

"The Good Apron by female-owned GDS Cloth Goods is so good on so many levels: the design is incredible and comes in three sizes (because, as they say: one size does *not* fit all!), the fabric used is made from upcycled cotton by The New Denim Project in Guatemala and then designed and sewn in the East Bay in California, AND 5% of sales are donated to RAICES, a 501(c)(3) nonprofit that promotes justice by providing free and low-cost legal services to underserved immigrant children, families, and refugees. The Good Apron is a GREAT gift."



Pineapple Collaborative Products: "Gifting a bottle of thoughtfully sourced olive oil and apple cider vinegar is a winning combination that will, quite literally, keep on giving! My current favorite is brand new on the scene from Pineapple Collaborative, a company aimed at bringing women together around good food. They've thoughtfully sourced their EVOO and ACV from a sustainable, family-owned olive ranch and female-owned apple farm in California, bottled it up in Instagram-worthy packaging, and are now delivering it straight to your door. Grab this season's release before it sells out."

The California Date Cookbook: "Give your foodie friend a cookbook that is both beautiful AND delicious: The California Date Cookbook is a collaboration between Just Date Syrup* & Rancho Meladuco Date Farm, two women-owned California date companies here to share their love of dates, and inspire more people to savor and delight in this amazing little fruit - both in its sweet AND savory applications. This cookbook celebrates Coachella Valley-grown Medjool Dates & Medjool Date Syrup through the beautiful recipes and stunning photos of 11 talented California food bloggers, authors, and photographers."

THE CALIFORNIA DATE COOKBOOK



parsnip

Partnerships that save time and grow your business.

Brand Partnerships Made Easy



Create a Profile



Discover Brands



Connect on Parsnip



Partner Up

Event Partnerships Made Easy



Product Placement
at Your Event



Swag Bag
Curation



Brand Relationship
Management

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Gift Guide Design By: Emily Hines

Emily is a marketing “jill” of all trades who helps her CPG clients and Parsnip with email marketing, digital marketing, ecommerce, design, photography, and more! Learn more on her [website](#).