

SHOP LOCAL



THIS HOLIDAY SEASON



NEW HAMPSHIRE UNION LEADER • WEDNESDAY, DEC. 4, 2024 • PAGE C1

From Main Streets to home studios, local shops have stocked their shelves with festive decorations and creative gift items.

Stay Rooted NH



Nahamsha Gifts



Four Corner Antique Store



The Cozy Company



Cobblestone Design



Cobblestone Design
Main Street
Concord
• Page C2 •

Nahamsha Gifts
Lake Shore Road
Laconia
• Page C3 •

Four Corner Antique Store
Estes Road
Rochester
• Page C5 •

The Cozy Company
Goffstown-based
online business
• Page C6 •

Stay Rooted NH
Based in Bristol,
sold in 4 locations
• Page C7 •

Cobblestone Design

Bringing holiday flair to Concord's Main Street

■ Holiday favorites include woodland items, gingerbread houses, Scandinavian-style decor, cardinals, snowmen and Nutcrackers.

By Kathleen D. Bailey
Special to the Union Leader

When Rick Talbot attends trade shows for giftware, he goes with a mental list. “One of my customers loves wolves,” the owner of Cobblestone Design Company said. “She likes anything ‘wolf.’ So if I see it at the gift show, I pick it up. Another client owns a wedding barn, and he’s decorating it with a nature theme. He bought a polar bear from us.”

It’s a normal day at 81 N. Main St., Concord, where Talbot and his staff have been running a floral and gift business for seven years.

Talbot has had a 40-year career in the florist industry. He previously operated out of a shop on Fort Eddy Road. But when developer Steve Dupree, also a floral customer, offered him space in the historic Main Street building, Talbot took it.

“Main Street,” he said, “is awesome.” After a multimillion dollar retool, the new Main Street “really took off,” he added.

He shares Main Street with other boutique-style businesses including Caring Gifts Viking House, Bonafide and Gondwana Divine Clothing; dining options ranging from Thai to Mexican; and the State House. “There’s a lot more foot traffic than there was on Fort Eddy Road,” he noted, adding that downtown is a “nice mix of retail and restaurants.” Indoor and outdoor farmers markets, a Concord Arts Market, and special festivals add to the fun.

And it all ramps up for the holidays. “People love the fact that we’re downtown at Christ-



KATHLEEN BAILEY

Rick Talbot, owner of Cobblestone Design Company, shows off one of the vintage-style ornaments he’s stocking for this holiday season.

mas,” he said. While shoppers are excited about his gift line, they’re also ordering their holiday floral arrangements. Before he moved to Main Street, there had not been a downtown florist for three years, according to Talbot.

The space he leases from Dupree is long and narrow. It served time both as a drugstore and an ice-cream parlor. Talbot makes the most of the layout. He’s fit in a showroom for floral, a walk-in cooler, and a workroom. Then there are the gifts, which take up the front of the shop.

He’s organized the Christmas decorations according to theme. There’s the “woodland” shelf, a section devoted solely to owls, a shelf of gingerbread men, women and houses, and a section for Scandinavian-style decor, “which



KATHLEEN BAILEY

Nutcracker figurines stand sentinel at the entrance to Cobblestone Design Company on Concord’s Main Street.

is always very popular,” he said. Crimson cardinals hang in the windows, snowmen beam from their corner, and Nutcrackers of all sizes patrol the entrance.

And most of it will find its way into someone’s shopping cart, according to Talbot. “Many of my customers have multiple trees — one gingerbread, one snowmen, one vintage.”

Talbot fulfils the need for vintage with a full selection of old-world glass ornaments. Holding a gleaming glass orb, he pointed out the recessed area in the center. “Did you know that is called a ‘witch’s eye’?” he asked.

He and his staff have filled every foot of the front gift shop with baubles. When there’s no room on the show floor, vertical displays draw the eye upward. He even has an upside-down

tree hanging from the ceiling. “I love this because all the ornaments dangle,” he said. “Nothing rests on a branch.” He loves the excess, saying, “It’s not ‘less is more.’ It’s ‘more is more.’”

Talbot’s design talents spill over into the foyer between Cobblestone and Citizen’s Bank. The space used to be filled with live plants. When Talbot moved in, Dupree gave him free rein with the foyer space. Now Talbot and his team fill the area with seasonal cheer. This year the display is anchored by a life-sized stuffed reindeer and two reindeer calves. He changes the display three times a year, Talbot said.

Talbot is pleased to be a part of the Main Street scene, noting that the shopkeepers help one another. “If someone needs a

certain size shipping crate and I have it, I give it to them. We help each other out.” The cooperation benefits the merchants in the long run, according to him.

And shopping local benefits everyone, Talbot added. “It helps small businesses stay afloat. There’s so much competition on-line.” With a local small business, the customer doesn’t have to pay a shipping charge — and they can receive personalized service, he said.

Such as polar bears. For more information, call 603-228-5980 or visit cobblestoneflorist.com.

Photo on cover: The old-world decorations at Cobblestone Design Company match the ambience of Concord’s restored Main Street.

KATHLEEN BAILEY

Highest Quality Fraser Fir Christmas Trees

Quality NH Grown Christmas Trees from our Colebrook, NH farm

2 LOCATIONS

- Ben Franklin Store, 15 Freetown Rd., Raymond, NH
- 1051 So. Willow St., Manchester, NH (in Party City Parking Lot Plaza)

Opening Day is Black Friday at 1pm

Sun 9am-6pm, Mon-Sat 9am-7pm (Manchester lot open 1/2 hour later)

603-237-5702

www.SIBGOTREE.com

Like us on Facebook Sibgo Tree Company

MAKE A *Sweet Impression* AT GRANITE STATE CANDY SHOPPE

ELEGANT CONFECTIONS AND OTHER DELIGHTS ARE THE PERFECT WAY TO SHOW YOUR APPRECIATION THIS HOLIDAY SEASON. CORPORATE GIFTS ARE OUR SPECIALTY!

CLASSIC CANDIES, TRADITIONAL FAVORITES, GOURMET HAND-DIPPED CHOCOLATES, FRESHLY ROASTED NUTS, MOLDED CHOCOLATES, MARZIPAN, MAPLE SYRUP AND MORE.

Granite State Candy Shoppe Since 1927

In Store Pickup and Online Ordering
832 Elm St. • Manchester, NH • 603-218-3885
13 Warren St. • Concord, NH • 603-225-2591
GraniteStateCandyShoppe.com

BEST OF THE BEST 20 YEARS Hippo's Lifetime Achievement Award PRUDERS PICKS

Morécello®
Blackberry Cello Liqueur

\$3 OFF thru 2024 at all NH State Liquor Stores!!!

New Hampshire Beverage Association
BEST OF NH
BEST LIQUEUR
Morécello Blackberry Cello

Morécello® is the registered trademark of Black Cove Beverages, Meredith NH. 25% alcohol, 100% delicious. Please drink responsibly. Never drink and drive.

Steele's
STATIONERS
Est. 1860

Harry Potter Fountain Pens • Moleskin Notebooks • Wildlife Mugs

**Gifts Galore and So Much More!
Wrap Up Your Holiday in One Store**

Open 9-5 Monday-Saturday | Peterborough, NH
603-924-7203 | steelesstationers.com | 40 Main Street

.....

Nahamsha Gifts

.....

A shopping experience brimming with New Hampshire pride

■ Gilford store specializes in New Hampshire- and New England-themed items; plans to expand with new “Tailored Trails” hiking section.

By Kaarin L. Clausen
Special to the Union Leader

Sometimes, the best ideas appear at the most unexpected times and places. For Taylor Tasse, the concept for her new business developed while standing in line for ice cream at Ben & Jerry’s in Meredith. During the hour-long wait on Free Cone Day, Tasse and her mom, Kathy Tognacci, noticed a vacant shop at the Mill Falls Marketplace.

By the time the two reached the counter, they had created the vision for Tasse’s new shop: Nahamsha Gifts.

Pronounced like “New Hampshire” with a New England accent (“Nuh-ham-shuh”), Tasse’s original shop focused on New Hampshire- and New England-themed items, from Patriots and Red Sox gear to “wicked smaht” accent-related gifts and the store’s staple “Nahamsha” shirts.

After a successful start, it wasn’t long before Tasse outgrew her Meredith location. She decided to move into the vacant space attached to the Gilford Country Store, a business that just happened to be owned by her mother. The two stores now seamlessly blend into each other and provide an extensive array of gifts to holiday shoppers in the Lakes Region.

Mentored by mom

Owning a business runs in the family, and Tasse credits her mom with being her first teacher. Having owned several AT&T franchises in the greater Boston area, Tognacci started teaching her daughter the ropes when Tasse



KAARIN L. CLAUSEN

Appalachian Trail-Opoly, created by store owner and avid hiker Taylor Tasse, allows players to travel around the board to the most iconic spots along the trail, collect landmarks along the way, and increase rent by adding huts and lodges.

was in middle school. While stamping envelopes and doing small tasks around the various offices, Tasse began to develop the same business acumen as her mother and, after graduating from high school, decided to pursue a business degree at Merrimack College.

While she was pursuing her degree, Tasse’s parents made a permanent move to New Hampshire after falling in love with the state on visits to their Gunstock ski cottage. Tognacci had recently retired from the corporate world but felt she needed a new project.

Tasse said her mother’s dream was to open a country store, and as luck would have it, there was a vacant space on Route 11 in Gilford, across from Sawyer’s Dairy Bar. Tognacci instantly knew she wanted her store to be in that building because of its character and history. It was perfect for

her needs. When her daughter decided to occupy the space next door, the mother/daughter team created a shopping destination in the Lakes Region that couldn’t be beat.

Tasse, who now lives in Gilmanston, expanded her vision for Nahamsha Gifts to an even grander scale with the move to Gilford.

“I think in order to understand many of the products in Nahamsha Gifts, you have to understand New England,” said Tasse. “There’s a lot of New Hampshire and New England pride, like items with ‘603’ and ‘Nahamsha.’ We have a few people who make handmade items for the store, such as wooden signs, custom-etched glasses and rock art. We also have a lot of homemade jewelry, soaps and candles made by local artisans. It’s really blossomed.”

Blazing a new trail

As well as being a savvy businesswoman, Tasse is also an avid hiker and has traversed the Appalachian Trail twice between 2021 and 2023. On her first hike, Tasse said she devised the idea for a board game called Hike-Opoly. Expanding on the game WinniOpoly — developed by her mom and based on Lake Winnepesaukee — Tasse created a similar hiking-themed game, ordered a thousand sets and sold them all.

During her second excursion on the trail, she decided to develop New Hampshire Hike-Opoly; it was also a hit. Her third game — Appalachian Trail-Opoly — was the most exciting for Tasse, however, not only because it was based on her beloved Appalachian Trail but because she also helped with the design work.

From the Nahamsha Gifts web-

site: “Appalachian Trail-Opoly allows players to travel around the board to the most iconic spots along the AT. Collect your favorite trail landmarks along the way and increase rent by adding huts and lodges. From Springer Mountain in Georgia to Mount Katahdin in Maine, you will experience the best of the Appalachian Trail!”

The game was a smash hit at the Appalachian Trail Days Festival in Virginia. “I was accepted to be a vendor at the festival and, luckily, the board games arrived a week before we left,” said Tasse. “We packed up the games, drove down to Virginia and sold them all weekend. It was cool to show off the game because everyone at the festival was an AT hiker or someone who had hiked part of the trail at some point. It was fun.”

Tasse documented her Appalachian Trail thru-hikes on her YouTube Channel: @TaylortheNahamshaHiker. With 58,000 followers, Tasse’s channel has become a “go to” for hikers, backpackers and peak baggers. Tasse said her followers often make a pilgrimage to Nahamsha Gifts to meet her and talk about hiking. These visitors gave Tasse the idea for her next big project — a hiking room in Nahamsha Gifts called “Tailored Trails.”

“The hiking area is in the beginning stages,” she said. “Eventually, I want it to be a whole gear shop because I have all of these people coming here who are interested in the AT and hiking. I want to offer the best backpacks, sleeping bags and all the gear they need to hike. I also want to offer route planning so that if people want to hike, I can give them ideas.”

Holiday cheer in Gilford

While the future of “Tailored Trails” is being developed, the 1,000-square-foot space serves a different purpose during the

► See Nahamsha, Page C4

HAPPY
HOLIDAYS

Belletetes Your One Stop Holiday Shop

We have something for **every one** on your shopping list. Come shop with us and see everything we have to make your holiday shopping easier -- all in one place!

Shopping for last minute gifts? Visit one of our 9 locations, we bet you can find a gift or if not, a Belletetes Gift Card would be perfect!

Make sure you shop our “Holidays are on the Way” sale starting November 21- December 31!



www.belletetes.com

JAFFREY, NH 603.532.7716	ANDOVER, NH 603.735.5544	PEMBROKE, NH 603.224.7483
PETERBOROUGH, NH 603.924.9436	SUNAPEE, NH 603.763.9070	MOULTONBOROUGH, NH 603.253.4404
NASHUA, NH 603.880.7778	ASHLAND, NH 603.968.7626	WINCHENDON, MA 978.297.1162

Nahamsha

From Page C3

holiday months. Last year, Tasse held her first Holiday Craft Market in the hiking gear space of Nahamsha Gifts, with many local crafters and businesses setting up displays to sell their holiday goods. Because of its previous success, Tasse brought the event back to the store this year in November and December.

Tasse said another holiday event that Nahamsha Gifts loves to be a part of is the Greater Lakes Region Children's Auction. The organization's four-day signature event, being held Dec. 10-13, has been a fundraising staple of the Lakes Region since its inception in 1982 and has distributed over \$8.6 million to nonprofits that serve local children and families in need, according to childreणाuction.org. Nahamsha Gifts donates some of their

signature items.

Tasse's adventures in the day-to-day operation of Nahamsha Gifts are documented on her newest YouTube Channel: @TayloratNahamshaGifts. On her AT expeditions, she was anointed with the name "Nahamsha," and her two online channels mesh both her love of hiking and fondness for the Granite State.

"I think the best part of owning a business is building it from the ground up," she said. "It's like my little baby and I love to be creative with it. My goal is to have the best gifts — the best local gifts."

Photo on cover: An avid hiker, store owner Taylor Tasse sells maps and other hiking decor in her Gilford shop, Nahamsha Gifts.

KAARIN L. CLAUSEN



KAARIN L. CLAUSEN

Taylor Tasse owns Nahamsha Gifts in Gilford, a destination for New Hampshire- and New England-inspired gifts.



KAARIN L. CLAUSEN

Shoppers at Nahamsha Gifts in Gilford can find lake home decor specific to New Hampshire.

"I think the best part of owning a business is building it from the ground up. It's like my little baby and I love to be creative with it. My goal is to have the best gifts — the best local gifts."

TAYLOR TASSE
Owner of Nahamsha Gifts

'WRENchanted Holidays' show runs through Dec. 27

"WRENchanted Holidays," WREN's annual member show, has been open for about a month now and remains open through Dec. 27.

WREN, which stands for Women's Rural Entrepreneurial Network, will also host a Holiday Open House on Saturday at its gallery located at 2011 Main St., Bethlehem.

"WRENchanted Holidays" features arts and fine crafts from more than 20 artists and vendors. Shoppers can choose from a variety of styles and mediums in this exhibit, which celebrates the beauty and magic of holidays and the winter season.

Regular gallery hours are 10 a.m. to 5 p.m. Monday through Saturday, and 11 a.m. to 4 p.m. Sunday. To learn more, visit wrenworks.org.



'Gallery of Gifts' runs through Dec. 21 in Newport

The Library Arts Center Gallery & Studio in Newport will host its annual "Gallery of Gifts" pop-up artisan market through Dec. 21.

Handmade crafts by more than 120 local artisans will include pottery, woodworking, fiber art, holiday decor, handmade soaps, local jams, maple syrup, honey and more. Admission is free.

Visitors to the "boutique-style" event will find one-of-a-kind gifts for holiday giving.

According to the Library Arts Center website, the 2023 event generated more than \$93,000 in overall sales for the participating artists and artisans.

The "Gallery of Gifts" is an annual fundraiser for the Library Arts Center. Items displayed in the exhibit are sold with a 30% commission to the Library Arts Center.

Both professional and amateur artisans are invited to participate in this juried show, and all items must be locally handmade.

The Library Arts Center is located at 58 N. Main St., Newport. Gallery hours are 11 a.m. to 4 p.m. Tuesday through Friday, and 10 a.m. to 2 p.m. Saturday. To learn more, visit libraryartscenter.org.

WE'RE WAITING!

— HOLIDAY HOURS —
MONDAY-FRIDAY 8-5:30
SAT 9-5 SUN 10-4

Let's get cracking!

FLOWERS & GIFTS

ONE CAPITAL PLAZA
81 NORTH MAIN
CONCORD NH 03301
COBBLESTONEDESIGN.COM
603-228-5980

UNCOMMON HOLIDAYS

TRADITIONAL GIFT CARDS

Purchase gift cards in-store from **November 29 - December 31** and receive 20% of your total purchase back on a Common Man Bonus Card! *Available at Common Man locations. **Purchase online starting **Cyber Monday, December 2** at **theCman.com**.

EGIFT CARDS

Delivered to their inbox or yours! For every \$25 in Common Man EGift Card purchases from **November 29 - December 31**, you receive a \$5 EGift Bonus Card*. That's 20% back for you! Available online at **theCman.com**.

Do Good in 2025!

\$10 DO GOOD COUPON BOOK

Packed with \$400 worth of deals that last all year long! A portion of proceeds benefits NH Food Bank. ***Available at C-MAN family locations and online at **shop.theCman.com**

UNIQUE GIFTS AT OUR CO. STORE

Toys • Books • House-made Fudge • Foodstuffs • NH Products
Mugs & Drinkware • Common Man & Uncommon Woman Gear
Shop in store at 59 Main Street, Ashland, NH or online at **shop.theCman.com**

FINE PRINT

*View complete Gift Card promotion details and Bonus Card use parameters at theCman.com. **Promotion does not apply to gift cards sold at C-MAN Roadside. ***Coupon books not sold nor redeemed at C-MAN Roadside locations. Online coupon book orders are charged a \$1 shipping and handling fee per book.

Jonathan's
JEWELERS

Annual Holiday Sale

20% OFF Storewide

30% OFF Blue Zircon, Tanzanite and Turquoise

BEST OF THE 603
2024
GOLD
Winner
MANCHESTER MEDIA GROUP

Visit Us Today: 460 NH Rt 101, Bedford, NH 03110

www.jonathansjewelers.com

.....

Four Corner Antique Store

.....

Two generational trends: Vintage Christmas and mixing old with new

■ Vintage Christmas would include items from your childhood memories of going to grandma’s house.

By Kathleen D. Bailey
Special to the Union Leader

When Nancy Ricard’s children were young, she had a standing appointment with a national photo chain to take a Christmas portrait. But the photo studio’s props weren’t enough for Ricard. She owned an antique rocking horse on wheels, called a “tricycle horse,” and she dragged it to the studio to enhance the ambience. Ricard, now proprietor of Four Corner Antique Store in Rochester, has made a career out of antiques, vintage and handmade items. Her customers ask her “What’s old?” instead of “What’s new?” And it’s especially true at Christmas, when hearts long for home and a simpler time.

On a crisp November afternoon, Ricard lugged boxes and tweaked displays outside her shop. “We’re moving out fall and bringing in the holidays,” she said, adding, “I told myself I wasn’t going to buy any more Christmas stuff.”

But it’s a temptation often ignored by Ricard and the 19 other dealers to whom she rents space in the barnlike structure.

Ricard has been trading in antique and vintage for 30 years. She was an avid yard-saler all her life, “until my husband said, ‘If you bring in any more crap, you’ve got to get rid of some of this stuff.’” She rented space in different group shops, until Dick Klein, owner of Four Corner, put his shop on the market. “It took our last nickel, but we were so pleased to see it continue as a shop,” she said.

Ricard now has 60 spaces available in the rambling, barnlike



Nancy Ricard prepares her store, Four Corner Antique Store, for the holidays.

KATHLEEN BAILEY

structure. But several of her dealers have more than one space, she explained, so she rents to 19. The passion for antiques and collectibles didn’t skip a generation, she added. “Two of my sons and my daughter have spaces here, and my grandson goes dumpster diving with me.”

The three typical sources for a good antique or vintage score? “Death, divorce or downsizing,” Ricard said with a laugh.

Ricard differentiates between antiques, which are technically 100 years or older, and vintage, which can be tied to a specific period such as the ‘60s, ‘70s or ‘80s. Antique and vintage items

are sought by Baby Boomers and other older adults, she said, adding wryly, “If your grandmother had it and your mother threw it away, now you’re looking for it.” This includes silver 1960s Christmas trees, ceramic Santa mugs, and anything shiny and glittery.

But the other big trend in Christmas decor is the primitive look, she added, with subdued colors, natural fabrics and embellishments from nature.

Vintage Christmas is definitely a “thing,” and Ricard and her dealers try to supply the need. “They remember going to their grandparents’ home,” she said of her older clients. “It’s part of their

childhood memories.”

The newer generations, Millennials and beyond, don’t have the same interest in collecting. For them, “You’ve got to mix it in with something new,” Ricard said. She carries a line of Rae Dunn pottery, currently in vogue with younger people.

“I bought a soap dispenser. My daughter saw it and said, ‘Mom, you’re into Rae Dunn?’”

Ricard also mixes in locally handmade items, such as hand-painted wooden snowman figurines. “Kelly Chaffee and her husband make them. The business is called Pat’s Primitives and they have a huge following.”

Another local crafter sews holiday throw pillows, and still another paints on reclaimed wood.

Ricard’s shelves and nooks brim with collectibles, from holiday Annalee dolls to M&Ms figurines to Mickey Mouse. A “spirit tree” holds tiny bottles of various liquors. There are dolls and quilts and an entire wall of cranberry-colored glassware. “Cardinals are really big right now,” she said, fingering a crimson bird ornament.

Ricard predicts that the next big thing in antique and vintage will be Americana. “We’re celebrating the nation’s 250th next year,” she said, looking ahead to 2026. “There will be a lot of red, white and blue.”

No matter what’s “in” or “hot,” she expects her business to continue. “A store like this will always have people coming in,” she said. “They like to get in the car and go for a ride. It’s different from online shopping.” There are several campgrounds near the store, and on a rainy day, “We look forward to the 3 to 5 p.m. rush. They’re bored with being in the camper.”

Kevin Howard is one of Ricard’s tenants, maintaining a booth with his wife Chris. The couple gets out every weekend, to estate or yard sales, where they find items they then turn around and sell. “There’s a joy to it,” Howard

said. “It’s the people you meet.”

Like Ricard, he said that young people aren’t interested in old items for the sake of their age. But the idea of recycling often brings them to shops like Four Corner, he added.

And every item has a story, Howard said. In November his booth featured a five-foot-tall Saint Nicholas statue in a white velvet robe. “A woman in Hampstead made this,” he said. “She was a crafter, but then her health failed.”

After 30 years of shopping, collecting and selling, Ricard is happy to bring her work home with her. She decorates in the primitive style, and took advantage of a recent warm day to deck her own halls. She flipped through photos on her phone.

“Look at that,” she said. “Everything on my porch came from this shop.”

Four Corner Antique Store will hold a holiday open house Saturday and Sunday, Dec. 7 and 8, from 10 a.m. to 5 p.m. For more information, call 603-332-1522 or visit the store at 204 Estes Road, Rochester.

Photo on cover: This cardinal pillow is sewn by a local crafter and available at Four Corner Antique Store in Rochester.

KATHLEEN BAILEY



KATHLEEN BAILEY

Holiday Rae Dunn pottery is on the shelves at Four Corner Antique Store.

SERENDIPITY

DAY SPA & FLOAT STUDIO

BLACK

24

FRIDAY

ONE DAY ONLY! 11/29/24

PURCHASE A GIFT CARD OF \$100 OR MORE AND RECEIVE 20% BACK IN SPA DOLLARS!

LIMITATIONS APPLY. SEE STORE FOR DETAILS

ONE DAY ONLY!!

Black FRIDAY

GIFT CARD SALE

order online over the phone in person or scan

Shopping just got a little less stressful! You can shop from the comfort of your home and still take advantage of our ONE DAY SALE! Just SCAN the QR Code or Visit Our website.

603.229.0400
SERENDIPITYDAYSPA.COM

23 SHEEP DAVIS RD.
PEMBROKE, NH

The perfect holiday wine with turkey and pie...

Craven Cranberry

Limited Release White Cranberry Grape

Craven Cranberry is a semi sweet white cranberry wine balanced with smooth, crisp notes of cranberries, this version we crafted a subtle nutty hint (no nuts involved), with a lively finish. Served chilled by itself or with any traditional New England holiday snack or meal.

Averill House VINEYARD

WINERY TASTINGS & EVENTS

21 AVERILL ROAD | BROOKLINE, NH 03033
(603) 244-3165 | AVERILLHOUSEVINEYARD.COM

.....

Stay Rooted NH

.....

Create a home oasis with nature-inspired, handmade decor

■ Using cement as her medium, Bristol artist creates holiday ornaments, vases, storage pieces, sculpted items and more.

By Robert Levey
Special to the Union Leader

This holiday season, why not “stay rooted” and go shopping? Based in Bristol, artist and owner Janice Snyder makes hand-crafted items from cement, ranging from small trinkets to hand-sculpted pieces for her small business, Stay Rooted NH.

“I utilize a specialized cement with minimal aggregates and dye it with various mediums to achieve different colors,” said Snyder, who works with molds to form unique shapes.

Currently, she is exploring hand sculpted wall decor, with moons inspiring her designs. Most of her products are waxed and buffed, resulting in a water-resistant finish. As an example of her work and



Stay Rooted NH owner and artist Janice Snyder created this vase and animal figurine out of cement.

process, she mentioned her propagation vases, which are slender vases that hold a glass vial.

“It allows you to observe a plant cutting developing roots in water or beautifully showcasing flowers,” she said. “Some items, like my essential-oil diffusers, are intentionally left unwaxed so that the cement can absorb the essential oils.”

This holiday season, Snyder is featuring essential oil diffuser trees, cement vases with dried lavender (sourced from Stillwater Ranch out of Plymouth), and handcrafted ornaments featuring a whimsical Christmas design. Much of her inspiration is drawn from the beauty of nature.

“Growing up in New Hampshire, I have a deep affection for this state,” she said. “Many of my creations incorporate ferns and wild-



Owner Janice Snyder said many of her Stay Rooted NH products are inspired by nature and living in New Hampshire.

flowers.”

As for the “roots” behind Stay Rooted, Snyder said she founded the business in 2022 following a series of traumatic experiences in her life. During that time, she struggled to concentrate at work and felt disconnected from it.

“Prior to Stay Rooted, I worked as a student finance counselor at a local university and also had a job as a bartender,” she explained. “Stay Rooted has given me the opportunity to express myself through my creations, allowing me to craft what inspires me. I genuinely feel a connection to the products I create.”

It is this connection she hopes others feel when they see her work. “It still amazes me when someone approaches my booth at a craft fair or visits Fig Tree North — a local store where I collaborate with three

other small businesses — and expresses excitement or has an emotional response to my work,” she said.

Describing the feeling as “absolutely incredible,” she said these reactions and community support of her business have played a significant role in her healing journey. “I’ve encountered countless remarkable individuals, discovered fantastic handmade and homegrown products, and found so many opportunities for collaboration,” she added.

To explore Stay Rooted and shop online, visit StayRootedNH.com. Stay Rooted products may also be found at Fig Tree North in Woodstock; Manchester Craft Market; The Kelby Motel in Hebron, NH; and The Bristol Botanist in Bristol.

Photo on cover: These

handmade Christmas ornaments are available from Stay Rooted NH.

PHOTO PROVIDED BY STAY ROOTED



PHOTO PROVIDED BY STAY ROOTED

Janice Snyder launched her small business, Stay Rooted NH, out of her home in Bristol in 2022.

CATHEDRAL CONCERT SERIES PRESENTS:

Handel's
Messiah
& Vivaldi's *Gloria*

DECEMBER 13th, 7:00PM
ST JOSEPH CATHEDRAL
145 LOWELL STREET
MANCHESTER, NH

TICKETS: \$20 online or at the door.
SCAN QR CODE TO PURCHASE or visit:
stjosephcathedralnh.org/cathedralconcert

NH SCOT

Spread
SCOTTISH
Cheer

Official NH Tartan
merchandise & custom
NHSCOT apparel for
the Holidays

Kilts • Caps • Vests
Dresses • Accessories
and More!

Adult and Youth
Sizes Available

ORDER ONLINE at NHSCOT.ORG

Our Own Grown
Poinsettias

Sizes from 4½" to our magnificent
12" floor plants Red, Pink, White,
Burgundy, Speckled & Blue!

Wall, Table & Door Decorations
Winterberries • Assorted Greens & Bows
Roping • Wreaths • Kissing Balls
Christmas Baskets • Christmas Cactus

Christmas Trees,
Balsam & Fraser Fir
FREE Stump Cutting & Netting

Bowmaker on site can make small to large bows

Come see our shop filled with Christmas Decorations!
Santas, Gnomes, Flags, Snowmen & Elves Galore!

656 So. Mammoth Rd. Route 28A
Manchester, NH 03109
603-625-8298
www.DemersGardenCenter.com

Open Monday-Friday 9:00am-5:00pm • Saturday 9:00am-4:00pm • Sunday 9:00am -2:00pm

AJ'S WIGS
WHERE HAIR IS AN EMOTION!

40% off
Any In Stock
Wigs
(off suggested retail)

Clearance
specials
available

30% off
Human Hair

50% off
Any Second Wig

Black Friday
Specials EVERY DAY!

Free gift just for stopping by!

1100 Hooksett Rd | Hooksett, NH 03106
603-666-4555 | ajswigs.com

CONWAY SCENIC RAILROAD

— 2025 —
CONWAY SCENIC RAILROAD
CELEBRATING
150 years
of Railroading over Crawford Notch!



All Aboard this Winter!

HOLIDAY AND SNOW TRAINS!

- Santa's Holiday Express runs between Thanksgiving and Christmas
- Snow Train begins after Christmas and runs weekends and holiday weeks through February!
- New this year! Winter at Crawford specials!

See our website for details and boarding times.

Call or Book online
ConwayScenic.com • (603) 356-5251
38 Norcross Circle | North Conway, NH