



## **ZINA's SELLOUT IN SEVEN MINUTES** **Introducing America's Heartland Brand, Gooseberry** **Patch to QVC**

*For Immediate Release*

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Last year, ZINA International was approached by Vickie Hutchins and JoAnn Martin, founders of a popular country store in Ohio called the Gooseberry Patch. Their vision was to take the brand nationwide through QVC, the World's leading multimedia retailer. ZINA International was chosen to guide them through the exciting live television marketplace and the rest is history.

As QVC's Vendor of the Year, ZINA International saw a great opportunity to establish the Gooseberry Patch brand at QVC. Interested in Vickie and JoAnn's country store cookbooks, ZINA and QVC debuted the Gooseberry Patch "Meals in Minutes" cookbook in May of 2008 and sold out of 6,900 units in just less than 7 minutes on air.

ZINA's Executive Vice President, Frank Alfieri states, "We recognized this pure America's Heartland brand as one that would resonate with the QVC customer and we weren't disappointed. It was a great Sell Out in its debut".

ZINA International and Gooseberry Patch are working on additional items to debut throughout the remainder of the year. Hoping to cultivate the line from cookbooks to a compelling Kitchen and Home Lifestyle Brand, Gooseberry Patch seems to have picked the best vendor to see their vision through.

*Zina International is a leading provider of full service marketing solutions that enable brand manufacturers, suppliers and lifestyle product companies to successfully engage in live television shopping. We provide a wide range of solutions for our partners through our integrated offering of services including product sourcing, development, manufacturing, branding, logistics, and live television marketing. With a combined 40 years experience in product sales and marketing, ZINA is the premier provider of cutting edge solutions to the industry. For more information please contact Caitlin Florance, Product Research and Development Coordinator, ZINA International 201-842-0222.*

