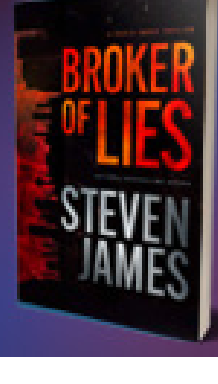


NEW FROM STEVEN JAMES

THE MAN WHO KNOWS ALL OUR SECRETS HAS A SECRET OF HIS OWN.

[LEARN MORE](#)



FOCUS ON RETAIL

Must-Have Easter Basket Products

According to the National Retail Federation, households with children were expected to spend an average of \$250 for Easter 2022. Top items listed were clothing, gifts and candy, with families spending \$35 on candy and \$46-\$47 on gifts and clothing. In this article, Research Coordinator Lea Grgich also said, "Store displays and decorations, exclusive or seasonal products and retailer or brand events all play a part in parents' shopping decisions."¹

As a Christian retailer, you can easily set up your store as a one-stop shop for all things Easter. Create an Easter display with seasonal items from your store that could be used to build a basket. "Easter displays are so easy to pull together, since all of our stores are all about Easter, all year long," says Becky Gorczyca, Executive Director of Association of Logos Bookstores.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

You could also use this display as a springboard for an event that allows customers to build a basket using products in your store. Promote the event by announcing an award for winners who made the prettiest, funniest or most creative basket. Participants can receive a discount to purchase their basket and take them home when the event is over.

Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.

Twila Shreves of Hidden Treasures Gifts in Altoona, IA, says, "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers." In years past, Twila has even created pre-made Easter baskets, promoting them on Facebook and collecting orders for her customers.

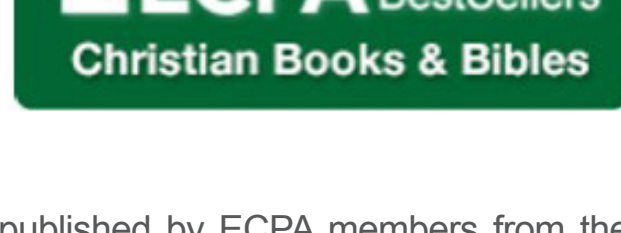
Whether you create a build-your-own basket display or plan a family-friendly event, here are some of the must-have products to have available in your store this Easter.



FOCUS ON THE INDUSTRY

ECPA Bestsellers List Available on CRA Website

Each month, the Evangelical Christian Publishers Association (ECPA) publishes a list of the top 50 bestselling titles in Christian retail. To help retailers boost sales, CRA has provided a link on their site (christianretailassociation.org) for retailers to view this list. This link is updated monthly.



The ECPA Bestsellers Lists rank the bestselling books published by ECPA members from the previous month, as reported to NPD BookScan.

Below are the top 10 Christian bestsellers for March.

1. *Becoming Free Indeed* by Jinger Vuolo (9781400335817) Thomas Nelson Publishers
2. *The 5 Love Languages* by Gary Chapman (9780802412706) Moody Publishers
3. *Jesus Calling* by Sarah Young (9781591451884) Thomas Nelson Publishers
4. *Good Boundaries and Goodbyes* by Lysa TerKeurst (9781400211760) Thomas Nelson Publishers
5. *All My Knotted-Up Life* by Beth Moore (9781496472670) Tyndale House Publishers
6. *Jesus Listens* by Sarah Young (9781400215584) Thomas Nelson Publishers
7. *The Power to Change* by Craig Groeschel (9780310362777) Zondervan
8. *Get Out of Your Head* by Jennie Allen (9781601429643) Waterbrook, an imprint of Penguin Random House
9. *The Return of the Gods* by Jonathan Cahn (9781636411422) Frontline (Charisma House)
10. *The Answer to Anxiety* by Joyce Meyer (9781546029175) FaithWords, a division of Hachette Book Group, Inc.

For the full list of titles appearing on the Christian Bestsellers Lists, visit christianretailassociation.org.

Christian Retail Association, Inc. (CRA) is a non-profit ministry created to help build community within the Christian retail industry and to bring beneficial assets to store owners and vendors alike. Membership benefits include discount programs, networking, training and education, industry information, best practices and a place to exchange ideas.

The Evangelical Christian Publishers Association (ECPA) is an international non-profit trade organization comprised of member companies that are involved in the publishing and distribution of Christian content worldwide. Since 1974, ECPA has strengthened Christian publishing by building networking, information and advocacy opportunities within the industry and throughout multiple channels so that our members can more effectively produce and deliver transformational Christian content. Learn more at ECPA.org.

NPD BookScan is the purveyor of data, analytics and consumer insights for the book business, as well as many other businesses such as consumer packaged goods, toys, fashion, digital gaming and more around the world.



From #1 *New York Times* bestselling author
KAREN KINGSBURY
and her son **TYLER RUSSELL**
Being Baxters
[READ NOW!](#)

FOCUS ON CPE

Reserve Your Room Today!

CPE Summer 2023 will be returning to the Central Bank Center in Lexington, KY, on August 6-8.

Visit cpeshow.com for more information about how to reserve your discounted room rate of \$143 plus tax at the adjacent Hyatt Regency. To receive the reservation by July 13, 2023. Cancellations may be made by 3:00 p.m. the day prior to arrival.

LAST YEAR, ROOMS SOLD OUT, SO BE SURE TO BOOK EARLY!

To learn more and to register for CPE, visit www.cpeshow.com.



[Register Today](#)

FOCUS ON PRODUCT

GOD'S WORD for Each Day

(God's Word Mission Society)

GOD'S WORD for Each Day is a deluxe large-print, easy-to-read Bible with 365 daily readings to guide readers through the Scriptures in a year. This daily reading plan Bible combines a two-tone matte blue and gray leather-like cover, metallic-silver gilt edging, Smyth-sewn binding, deluxe blue ribbon, wide margins and a single-column paragraph format into an affordable premium Bible. With an extra margin on each page, readers can write notes, thoughts and insights when they read God's words in clear, natural English. The *GOD'S WORD* translation is the only Bible that combines clear, natural English with accuracy and understandability for readers of all ages.

How this Bible helps readers: *GOD'S WORD for Each Day* includes daily reflections to inspire spiritual growth and prayer.



To order, contact God's Word Mission Society at 877-463-7967 or godsword.org. Available by the case