

As seen in...

# Retail Finds

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## Lucky Break Wishbone



Do you have fond memories of sitting around the family dining table during Thanksgiving and the Holidays? How about that oh-so-rare turkey wishbone? After weeks (or months) on the windowsill and long after the holidays had passed, everyone would all fight over it. After all, it only came but once or twice a year!

Now, finally, there are enough to go around. With Lucky Wishbones everybody can take a crack at making their wishes come true! Start a new family tradition! They are fun, cheap and an interactive item that everyone can relate to and wonder, "Why didn't I think of that?"

Proudly made in the USA, the Lucky Break Wishbones are made of a synthetic plastic with a 99.99% realistic synthetic snap! Vegetarians take note: No fowl were used... making them entirely guilt free!

Customers love this product and usually grab a handful for kids of all ages around their family table. This is certainly a seasonal item, perfect to pull out at Thanksgiving and sell-through until the New Year.

## Merchandising Tips

Depending upon your type of retail establishment, the ideal sales position is the cash counter area. If your staff is trained in add-on sales, this item will soar! It does equally as well in stores that may sell and promote turkey "fixings" such as roasting pans, cookbooks, stuffing mixes and the like. They also make a terrific catalogue and website item due to their originality.

## Contact

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