



# Holiday Shopping

## Wholesale Clubs: High-End Gifts, Low Prices

(NAPSA)—Wholesale clubs are surprising many shoppers this holiday season with an expansive selection of upscale merchandise and gift items, bringing new meaning to “The Ultimate Bargain.”

The clubs have always had a well-deserved reputation for offering great deals on bulk purchases. (Think 25-pound bags of sugar.) But these days shoppers strolling the aisles at places like BJ’s Wholesale Club, for example, are likely to be as stunned by the wide range of high-end choices—everything from decadent desserts to diamonds—as they are by the low prices.

One expert, George Whalin, president of Retail Management Consultants and the author of *Retail Success!*, says that the warehouse clubs’ timing for adding upscale merchandise may be especially welcome to holiday shoppers. “Warehouse clubs like BJ’s have always attracted consumers with upscale taste by offering quality name brand food and merchandise,” he says. “Making high-end, branded merchandise available at lower prices than other retailers or boutiques is a great way to serve the most customers. And saving money becomes even more important, especially during the holidays.”

BJ’s sells over 6,500 different products—including a number of items often associated with upscale name brands—at prices that, on average, beat supermarkets, discount stores and department stores by 20 to 30 percent. Merchandise especially popular for holiday gift-giving includes Movado watches, Mikasa crystal, KitchenAid mixers, Casio keyboards, Olympus digital cameras, Toshiba televisions and an assortment of clothes and



**Gourmet items—including shrimp and Swiss chocolate—are available at wholesale clubs.**

toys. For festive gatherings BJ’s suggests the following:

- **Go Gourmet:** Add flavor to holiday parties without the fuss. BJ’s offers colossal-sized shrimp or scallops wrapped in bacon—all high-end in taste and presentation, at a great value. Treat your guests to a Frenched lamb rack and for dessert, decorate your home with vases filled with Lindt Chocolate Truffles.

- **All That Glitters:** For that extra special someone, consider a one-carat diamond, three-stone ring in white 14-karat gold. Or, for a gift that’s out of this world, a beautiful gemstone globe.

- **In The Holiday Spirit:** A Haier 42-bottle wine cooler may hold the season’s finest. Add traditional holiday tunes or movies played on a Panasonic Home Theatre system to create a memorable event.

BJ’s Wholesale Club welcomes consumers and businesses as members. For more information, visit [www.bjs.com](http://www.bjs.com).