

newsworthy trends

Holiday Hosts Cut Costs, Not Tradition

(NAPSA)—It seems the one thing you can count on even in lean economic times is tradition—especially when it comes to the holidays.

Americans are finding ways to preserve those parts of the festivities that traditionally matter most in order to make their family and friends feel extra special this holiday season. In fact, many also view all the prepping and special touches for guests as a welcome break from their normal hectic daily routines.

According to a recent survey, “Putting Out The Good Stuff,” conducted by Kelton Research on behalf of The J.M. Smucker Company, about 78 percent of those surveyed said they get in the spirit by decorating and nearly 70 percent like to bake with friends and family.

So what traditions help families put forward their very best this holiday season? Try these ideas:

- **Family Favorites**—Prepare a traditional holiday dish—the survey found that 70 percent of us feel the holidays wouldn’t be complete without one—and be sure to use high-quality ingredients. Holiday essentials like Smucker’s® fruit spreads can be used as part of a special recipe or put on the table for everyone to enjoy.

- **Get Creative**—The holidays are also a time when the “good stuff” gets put to good use. More than half of “Putting Out The Good Stuff” respondents said they use candles, table linens, and



A growing number of families are finding creative ways to host holiday guests and still cut costs.

matching tableware to make things more festive, but consider other creative mood-setters—like using personalized ornaments as place holders—as well.

- **Put This One On Your Calendar**—Schedule a family baking day to ensure that your tried-and-true family recipes continue on for generations.

- **Hotel Chic**—Treat holiday guests to a real, hotel-style getaway—even if they’re just camping out in your guest room. According to the survey, 39 percent feel that fresh cut flowers or seasonal plants are a must and 38 percent say guest towels in the bathroom shouldn’t be forgotten. Fresh muffins and croissants in the morning and chocolates on their pillows at night also add a special touch.

- **Deck The Halls**—Keep decorating your house a family affair by encouraging children to create a few items on their own.

- **Holiday Hints**—You can find great recipes to impress your holiday guests at www.smuckers.com.