

There's a cornucopia of gift baskets

By Susan Tauber-Hyke
special writer

A TISKET, a tasket, a green and yellow basket.
That's how the old children's song goes. If it were written today, how could a songwriter decide what type of basket to write about?

A bread tray basket, wine bin basket, newspaper holder basket, hamper basket, dog bed basket. The plethora of baskets available makes it a nightmare for would-be lyricists.

Shoppers who send gift baskets, however, welcome the variety. The abundance of sizes and shapes mean they'll easily find the perfect gift. That's important, especially during the holiday season, the busiest time of the year for basket sales.

"We normally sell about 50 baskets a week. We sell about 5,000 baskets during the holiday season," said Carolyn Russo of Joe's Produce in Livonia.

Among the suburban stores offering gift baskets are Joe's Produce in Livonia, Bosco's Wine, Liquor and Gift Baskets in Farmington Hills, Binno's in Bloomfield Hills and deRos Delicacies in Redford.

AT JOE'S Produce, people who can't decide whether they want a flower basket or a fruit basket can order a



BILL HANSEN

At Bosco's Wine, Liquor and Gift Baskets in Farmington Hills, gift baskets range in price from \$9.95 to \$995.

combination basket. Joe's has two stores across a parking lot from each other: the produce store at 33152 W. Seven Mile, the flower shop at 33018 W. Seven Mile. Mary Ann Maiorana is in charge of the produce store. Her husband, Joseph, owns both stores. Russo manages the flower shop.

"If customers want to order a basket

by telephone, they should call me at the flower shop," Russo said. "If they want to stop in and select one of the baskets we make fresh every day, they should go to the produce shop."

Baskets at Joe's range from \$20 to \$200. A \$20 basket includes about 18 pieces of fruit in season, candy and

nuts placed in a wicker basket with a handle.

"The \$200 basket is so heavy, I can barely lift it," Russo said. "It's a hamper filled with fruits in season and every nice food item we carry."

THE NEWEST offering for gift baskets at Joe's Produce is gourmet food: imported sausages, German biscuits and cookies, European and Italian chocolates, a variety of cheeses.

The store also offers specialty items: Michigan-made syrup, cheeses shaped like Christmas trees and Santa Claus, specially decorated tin containers, baskets shaped like sleighs.

"If we don't have what you want in a basket, we'll custom make it for you," Russo said. "We've had people bring in gifts, such as pieces of jewelry, that we've included in their gift baskets."

The store delivers baskets throughout metropolitan Detroit.

Don Bosco, who owns Bosco's Wine, Liquor and Gift Baskets at 27843 Orchard Lake Road, calls baskets a "great go anywhere gift," whether it's for the office or for a thank-you or a thinking-of-you.

"We send our baskets anywhere in the world. Last year, we even sent some to Saudi Arabia during Operation Desert Storm."

Please turn to Page 31

DIAMONDS & GOLD
20-60% OFF
STOREWIDE SALE!

The Perfect Gifts for Christmas
60% OFF
14K GOLD CHAINS & BRACELETS
20-40% OFF
MOVADO • TAG HEUER
LONGINES • TISSOT • CITIZEN WATCHES

GOLD ITALIA
300 TOWER RENAISSANCE CENTER
567-8780

The Michigan Guild of Artists and Artisans, proud sponsors of the Ann Arbor Summer Art Fair, present

HOLIDAY Art Fair

December 7 & 8
Saturday 10am - 5pm
Sunday 11am - 5pm

Oakland Community College
1-696 at Orchard Lake Rd.
Farmington Hills, MI

Adults \$3
Children under 12 Free
Free Parking

\$1 off single admission with this ad

Beautiful Lingerie
Exclusively for
Larger Sizes

Happy Holidays from
REBECCA'S
of rochester

Free Gift Wrapping
11111 Telegraph Rd. #650-6200

Holly Day 1991!
A Perfect Day to Entertain!
Bring Your Guests.

FRANKLIN HOLLY DAY
Saturday, Dec. 7th
1-9-91

VILLAGE
10 am - 10 pm

Candlelight Home Walk • Carriage Rides • Crafts for Kids
Music & Cabaret • Free Fighting & Carolling • Santa • Special Events
Holly Greens & Gifts • Food
Candlelight Walks

For Information: 855-1576