



MEDIA CONTACT: Ann Higby
314-880-5579 (work) 312-320-5047 (cell)
ahigby@stealthcreative.com

Hadley Pottery Research Shows Gift Giving in 2013 Supports “Buy American” Trend

Close to 50% of Respondents Hope to Buy More American-made Gifts in 2013

LOUISVILLE, KY (September 9, 2013) – The Made in USA movement is gaining traction with consumers in time for holiday gift giving season, according to a survey conducted by Hadley Pottery, makers of handcrafted American pottery in the historic Hadley Pottery Factory in Louisville, Kentucky. Inspired by the designs of renowned artist Mary Alice Hadley, the Hadley Pottery Company, formed in 1940, is cherished by everyday users, enthusiasts, and collectors across the United States.

To learn more about shopper appetites for handcrafted and American-made gifts, Hadley Pottery recently surveyed more than 250 consumers from across the country. The survey included questions about plans to purchase and give gifts specifically made in the USA, including Hadley Pottery pieces and other homegrown brands from domestic manufacturers.

The Hadley Pottery research revealed that 46% of respondents hope to buy more American-made gifts in 2013 than in years past. 70% of those surveyed love giving gifts that are made in the USA.

“Good old fashioned plates, bowls and mugs are most popular for gift giving,” says Andy Bresler, one of the owners of Hadley Pottery. “Basic tableware items are at the top of holiday wish lists because they can be used everyday, but we also see specialized pieces such as our Iced Tea Pitcher, Popcorn bowl and Pie Plates as popular items for the season.”

American Made Gifts for 2013

Fifty percent of survey respondents go as far as to make a special effort to find holiday gifts that are made in America, even though many admit it is sometimes difficult to find US-manufactured goods. Additional findings on shopping for gifts made in the USA emphasized a desire to help Americans get back to work as the primary reason for making their purchases, some even calling it a patriotic effort. Respondents indicated a sense of pride in buying US products, knowing that the recipients appreciate these gifts. Moreover, when asked to list some of their favorite American companies for gift-buying, the responses ranged from large, well-known companies to small local artisanal brands, including: LL Bean, Longaberger Baskets, Tervis Tumblers, Sundance Catalog, American Spoon Foods, Faribault Woolen Mill Co., and The Peanut Shop of Williamsburg.

In a separate survey specifically targeting shopping for hand-crafted gifts, 66% of survey respondents said they love to give gifts they know were made by hand, and 39% make a special effort to find and buy gifts that are hand-crafted, in large part because they know that the people for whom they buy gifts love to receive hand-made items.

The holiday gift-giving season is a great time to celebrate American made and handcrafted brands. For more information on gifts under \$25, \$50 and \$100 from Hadley Pottery and gifts for the animal lover, beach lover, and more, along with an assortment of whimsical patterns, please visit www.hadleypottery.com.

###

About Hadley Pottery

Inspired by the designs of renowned artist Mary Alice Hadley, Hadley Pottery is an American classic, cherished by everyday users, enthusiasts, and collectors across the United States and around the world. Hadley stoneware is extremely durable, and is often used as everyday china. An artist trained by a protégé of Mary Alice Hadley signs each handcrafted piece. The hand painted signature is the mark of genuine Hadley stoneware. Since Hadley Pottery’s beginning in 1940, its founder’s unique vision and style have been widely imitated. But the original spirit and creative energy of Mary Alice Hadley is still alive in the historic pottery on Story Avenue in Louisville. For more information, visit www.hadleypottery.com.