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***PRESS RELEASE ***

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Kimberly M. Cole's company, Confetti Gift Baskets - in Covington, GA - was recently named to the *Rave Reviews Top 100 List*.

Rave Reviews Magazine, now entering its fifth year of publication, conducted a nationwide survey of business owners in the gourmet/gift basket industry. The results show that corporations continue to lavish their best customers with savory treats – not only during the holiday season, but throughout the year.

The survey further reinforced that gift baskets featuring gourmet products are often used by corporate America to establish and strengthen client relationships. These gifts are presented to express gratitude for business referrals, to show client appreciation and for a variety of other reasons, such as get well and birthday themes.

The information from the survey was published in an issue of *Rave Reviews Magazine* to help those in the industry stay on top of the latest trends, pricing structures and marketing techniques for their business.

The gift industry topped \$282 billion last year. As the industry continues to flourish, the gift basket component also remains in a growth pattern. Sales statistics for a five year period were collected and used to determine the **Rave Reviews Top 100 List**.