



# COUNTRY COMFORTS

As their tagline promises,  
Granny Taught Us How offers their guests,  
*“The practical, the unusual and the hard-to-find,  
all in a friendly country store.  
Enjoy a leisurely browse.”*

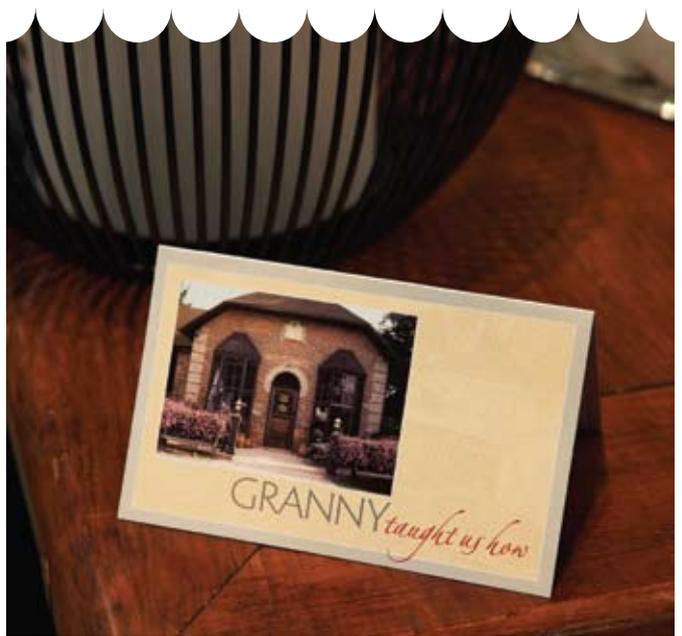
BY BRIDGET FABI  
PHOTOGRAPHY BY DAVID BAGOSY

**F**rom traditional country décor to upscale and contemporary furnishings, Granny Taught Us How in Violet Hill, Ont., is brimming to its old beams with gift ideas, toys, gourmet foods and countless other country treasures.

Housed in a historical building, meticulously brought back to life by owner Maureen Baufeldt, in a picturesque hamlet just north of Orangeville, the 2800-square-foot shop has been attracting connoisseurs of country goods since 1978. Their neighbouring fine-dining restaurant, Mrs. Mitchell's, plays its part in drawing locals and tourists, regularly hosting weddings and private functions.

During the past 30 years, Granny Taught Us How and Mrs. Mitchell's have become local landmarks and destinations for out-of-towners, pulling people from nearby Barrie, Collingwood and even Toronto. Popular with bus-tour operators, they regularly greet day trippers eager to stretch their legs and shop.

*Continued on page 30*



Maureen's daughter Heidi is also involved in the family business. Most days she can be found in the restaurant, but she's also the store manager. "I spend my days in the restaurant and my evenings in the store remerchandising and going over the day's sales," she says. "I'm the product of two workaholics!"

Just over a year ago Heidi approached her mom with the idea of creating a space for upscale and contemporary goods. "The business was built on country products, but it was time for a change and time to attract a different type of customer," says Heidi. The items in this new space, aptly named Heidi's Room, combine modern elegance and chic flair with a sense of playfulness that appeals to a more contemporary clientele. The addition has been a resounding success, putting a stop to the store's three-year sales declines. "It was time for things to be seen through fresh eyes," says Heidi. "I think this is true for any business that has been around for a long time."

But it's not just a diverse product mix that keeps customers coming back. "It's the thoughtful little details that build customer loyalty," says Heidi. "We do our best to make people feel special, by offering free gift-wrapping and extra friendly service in the restaurant. A customer will always return if they feel they've had the ultimate retail or culinary experience. We go the extra mile to leave that lasting positive impression." ■

WWW.GRANNYTAUGHTUSHOW.COM

## 10 BEST SELLERS

- 1 BEARINGTON BEARS BABY COLLECTION**  
Winston Roland, [www.winstonroland.com](http://www.winstonroland.com)
- 2 BRAD DINWOODIE ART PRINTS**  
WT Designs, [www.wtdesigns.com](http://www.wtdesigns.com)
- 3 DIPS, DIP CHILLERS & BRIE BAKERS**  
Gourmet Village, [www.gourmetduvillage.com](http://www.gourmetduvillage.com)
- 4 GARDEN STATUARY & DOORMATS**  
Abbott, [www.abbottcollection.com](http://www.abbottcollection.com)
- 5 JAMS & CHUTNEYS**  
Dove Tale Collections, [www.dovetalecollections.com](http://www.dovetalecollections.com)
- 6 MOHAIR THROWS**  
Merben International, [www.merben.com](http://www.merben.com)
- 7 QUILTS**  
H.B. Promotion, (866) 971-4553
- 8 SILK FLOWERS**  
Royal Green Enterprises, [www.royalgreen.com](http://www.royalgreen.com)
- 9 THE THYMES LOTIONS & SOAPS**  
Market Expressions, [www.marketexpressions.com](http://www.marketexpressions.com)
- 10 VASES, GARDEN POTS & THROWS**  
18 Karat, [www.eighteenkarat.com](http://www.eighteenkarat.com)

