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Mud Pie Debuts Hanukkah Collection for Fall/Holiday 2024

Mud Pie is delighted to debut a Hanukkah collection of home and kids' products

ATLANTA – May 6, 2024 – Mud Pie, leading gift brand, is proud to debut a Hanukkah collection for the fall/holiday 2024 season with home and kids' gift items made especially for the Festival of Lights. The curated collection, which is now available for purchase by retailers, features 18 home décor and serveware styles and three kids' gift styles.

The home collection features traditional Hanukkah icons like menorahs, dreidels and Stars of David. Piece types include latke platters, sauce tidbit bowls, boards, tea towels, mugs, wine glasses, a light-up sitter, a felt menorah door hanger and mini pillows. The children's styles include a shape sorter menorah train and two ceramic DIY menorahs. The DIY menorahs come with a set of markers to encourage children to create their own menorah masterpieces.

The collection was produced in large part due to retailer inquiries over the last few years. Mud Pie president, Zander Brekke, notes, "We've received requests over the last several years from retailers who want to carry Hanukkah product to cater to their local Jewish communities. We are proud to create collections that are inclusive and will allow more people to celebrate the holidays with Mud Pie."

Marcia Miller, Mud Pie's chief executive officer, notes, "We are delighted to introduce our Hanukkah collection, which has been designed to add inspiration and joy during this special time of year. With our carefully curated assortment of home decor, serveware and kids' gifts, our aim is to provide product that will foster cherished family memories during the Festival of Lights."

Hanukkah begins on the evening of December 25, 2024 and ends on the evening of January 2, 2025, which extends the retail season by an extra week. The collection is now available to shop via wholesale.mudpie.com or directly with a OneCoast territory manager.

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About Mud Pie

Mud Pie is a home décor and lifestyle brand founded in 1988 with 10 home items, and has since expanded to design, manufacture and distribute thousands of new products each season across three divisions: Home, Kids and Women. Mud Pie is a female-founded and operated company headquartered in Atlanta, GA, selling to more than 12,000 specialty retailers nationwide and directly to consumers at www.mudpie.com.