



STRESS-FREE HOLIDAY SHOPPING MADE EASY WITH WEB MAIL ORDERING

Perishable Gifts, Easy Web Ordering, Doorstop Delivery, Top the Chart of Holiday Gift Giving

(Virginia, USA - Dec. 13, 2007) - Who needs crowded malls and moody clerks when web ordering makes holiday shopping so much easier, and there's still time to take advantage of it warns Debra Rogers, owner of D'Licious Gourmet Cookies, a web-based cookie ordering company. Whether it's a gift for a client, loved one or a friend, shoppers should beware of uncertain guarantees warns Rogers.

"Sure, web-ordering and doorstep delivery make holiday shopping easy since it helps eliminate stress, but be sure to keep the person in mind you're shopping for because you can always find great things on the web to appeal to your senses, but that doesn't mean they will like it," she commented.

Knowing first hand what benefits lie with web ordering, Rogers, who often shops online herself, recommends perishable treats, such as gourmet snacks, as a creative way to appreciate friends, clients and loved ones during the holidays.

To help customers choose of these unique gifts, Rogers sends out holiday e-blasts, which give details of her monthly features and descriptive reviews of any one of her 32 flavors of cookies. For the December Cookie of the Month, she featured Kelsey's Smores, named after her niece Kelsey. "It just helps to know that you're doing everything you can to make someone's shopping experience a little easier."

To impress clients or loved ones this season, Rogers suggests adding a special touch to the gift by "personalizing it to make it fit their personality."

For her customers, Rogers includes handwritten personalized note cards with every order she fills, allowing customers to include special phrases, playful messages or blessings.

"We've had people tell us that they enjoy the cookies tremendously, but the personalized gift card is what throws it over the top for them," she stated.

Rogers also suggests using services that offer two day shipping or less, and to inquire about it before selecting your gift item.

"It makes no sense going through all the work of picking out the best gift only to find out that it can't make it there in time," she said. "So start early and enjoy hearing or watching your loved ones' faces light up."

For more information on shopping online or web mail ordering at D'Licious Gourmet Cookies, visit www.dliciousgourmetcookies.com or call 1-888-DLicious (354-2468).

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