



In The News

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‘Granny’ keeps state products at forefront

By Shandra Jordan

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LONGMONT – When Joanne Wheeler Smith traveled to other states, she discovered what Colorado needed. So she has filled that niche.

“Some states really did a great job of promoting the state and the products,” Smith said. Seeing that as something Colorado lacked, Smith started Granny Smith’s Colorado, a gift basket and corporate gift company.

Smith creates gift baskets primarily made up of Colorado products such as Boulder Chips and Colorado snow cherries. “I was amazed at how many hundreds of small businesses there are statewide, and it has just grown,” Smith said.

Smith points out that her name is possessive, Smith’s Colorado, because her baskets are her interpretation of Colorado.

Granny Smith’s opened in 1991 and moved to Longmont six years ago. It is the oldest gift basket company under the same ownership in [Boulder County, and perhaps even] Colorado.

Smith opened a web site, www.BasketsOnLine.com, about five years ago.

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