

SHOP THE SEASON WITH WBE CANADA'S HOLIDAY SHOPPING GUIDE

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EINPresswire.com/ -- Women Business Enterprises Canada Council (WBE Canada) published the 2022 Fall/Winter Magazine issue featuring its first ever Holiday Shopping Guide. The Holiday Shopping Guide highlights WBE Canada's Canadian Women Brand featuring 47 Certified WBEs (women-owned businesses) promoting their products, services and special offers just in time for the busy shopping season. The full issue of WBE Canada Magazine is free of charge and available online at [WBE Canada website](https://www.wbecanada.ca/2022-fall-winter-magazine).

WBE Canada urges shoppers to buy with purpose, visiting and supporting women-owned businesses including those carrying the Canadian Women Brand logo. The WBE Canada Certified women-owned businesses included in the 2022 Holiday Shopping Guide are representative of the incredible number of diverse businesses who have not only endured, but prospered during the past three years.

Buying from women-owned businesses puts money back into the economy, allowing it to stay in the local economy, right where it makes the biggest impact. A strong, successful independent woman entrepreneur sends a positive message to young women as they develop their leadership skills and map out their futures.



About Canadian Women Brand
WBE Canada established Canadian Women Brand in 2021 as a way to give Canadian women-owned businesses competitive advantage. The Canadian Women Brand logo, displayed by Certified Women Business Enterprises (WBEs) on products including those on store shelves, helps savvy consumers support women-owned businesses and corporations and government buyers find suppliers looking to make their supply chains more diverse and inclusive.



The image is a sneak peek of a 2022 Holiday Shopping Guide. It features a grid of five product advertisements. The first ad is for 'Mary Macleod's Shortbread', highlighting its quality and offering a \$10 discount with code WELCOMETOMMS. The second ad is for 'Concrete Global Ventures Ltd.', showcasing their creative design services and offering a 10% discount with code COWB22. The third ad is for 'Wonderkind', featuring their holiday gift collection and offering a 10% discount with code WBEHOLIDAY. The fourth ad is for 'Satya Organics, Inc.', promoting their organic skin care products and offering a 10% discount with code WBEHOLIDAY. The fifth ad is for 'International Name Plate Supplies Limited', offering a complete range of name plates and decals. Each ad includes a 'SHOP NOW' button. At the bottom of the grid, it says 'WBE Canada Magazine | Issue 7 | Fall/Winter 2022'.

Mary Macleod's Shortbread
ONE WOMAN, ONE SHOP AND A WHOLE LOT OF BUTTER
Joy and butter make everything better. Mary Macleod believed it, and we're pretty sure you will too. When Mary opened Canada's first shortbread bakery in 1981, she did it with an uncompromising commitment to quality and unconditional love of real creamery butter.
To this day, we still do things her way: happily crafting small-batch, all-butter shortbread by hand using only simple, premium ingredients. Now a second generation (daughter-in-law Sharon Macleod, woman-run bakery, celebrating 41 years in business. As a special offer to the WBE Canada Community, save \$10 off your order of \$40 or more with the code: **WELCOMETOMMS** at checkout.

Concrete Global Ventures Ltd.
Building brands like frobox for over 30 years through creative design and development, digital production and content, events, product design and market development.
Browse our "bespoke" bridal gowns and accessories at www.frobox.co and enjoy **10% off** our holiday special when you use promo code **COWB22**.
Our newly launched Concrete Creative Studio in downtown Edmonton is where your brand building journey starts. Contact us today.

Wonderkind
BECAUSE GIFTING MATTERS.
Holiday Gifting. Simplified.
The 2022 Wonderkind Holiday Collection is now available. Discover inspiring gift sets featuring Made in Canada products from women-owned businesses and artisans across the country.
Shop wonderkind.ca

Satya Organics, Inc.
Canadian, Indigenous made, organic skin balms and bath soaks. Featured on The Social, Marilyn Diers, Hello Canada. Get **10% off** volume discounts for corporate orders available. More than a moisturizer, Satya provides fragrance-free, natural skin balms for your stressed and irritated skin. Used for face and body including around eyes and lips. Satya helps retain moisture, reduce flaking, cracking, roughness and itching while restoring suppleness to dry, damaged skin.
Apply promo code **WBEHOLIDAY** at check-out.

International Name Plate Supplies Limited
Corporate Decals, Product Labels and Name Plates. We offer a complete range of name plates, serial plates and decals to satisfy your identification needs and can add most any data you require in a number of forms. Choose between: Desk and Door Name Plates, Custom Safety Labels & Regulatory Tags, Decals, Equipment Logos, Identification Logos, Serial Number Plates, UID Labels, Bar Codes, Instruction Labels, Warning & Danger, Product Identification Labels, Vinyl Decals, Reflective Decals and Product Identification Decals.
Whatever your print needs we do it all except for paper. Use coupon code **WBELabels**

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2022 Holiday Shopping Guide Sneak Peek

Buying this holiday season from women-owned businesses gives your gift giving impactful meaning and allows women to make an economic difference in local communities. Shop the Holiday Shopping Guide in the Fall/Winter 2022 issue of WBE Canada Magazine (See below) and look for the Canadian Women Brand logo at retailers and on-line.

About WBE Canada

WBE Canada is a Canadian non-profit organization that is opening doors for women-owned businesses to supply chains across North America. It certifies Canadian firms that are at least 51% owned, managed and controlled by women and introduces them to opportunities with corporations. To learn more about how we support women-owned businesses, [click here](#). If you are a mid-size or large company looking to support women-owned businesses through procurement opportunities, we want to hear from you. [Click here](#) to learn more about how you can get involved.

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