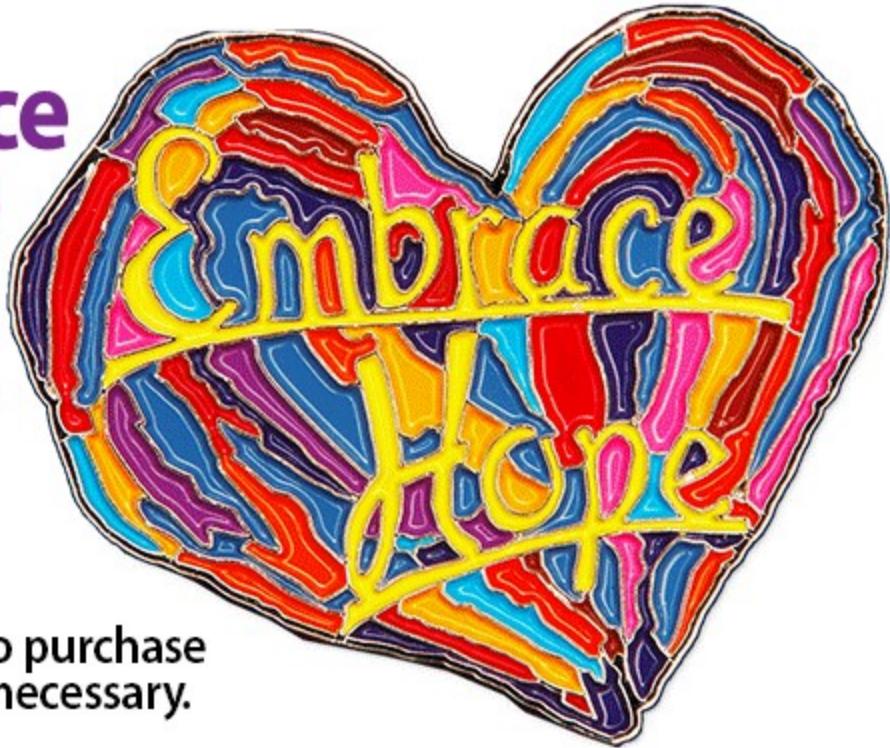


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Sunday, November 13, 2022

* See offer details below

With all the months and months of endless stories and articles trying so hard to shape our perception in the lead-up to this last Tuesday's election, it's almost whiplash-inducing the way it all so quickly disappears into the rearview mirror. For a few days after Tuesday there were even Republicans admitting their party had gone too far before their voices were drowned out by those saying they haven't gone far enough. Sigh... But before this past Tuesday passes away into the history books I want to take just a moment to tell you how amazing you were this election.

I love analogy, but for analogy to work people have to have shared experiences and it seems at least culturally with every passing year we share less. I think this is a big part of why cooking is such a great way to share values because it's one of the few experiences people from every background continue to have a chance to hold in common. But as I look at what just happened this past Tuesday, and how and why you were able to pull off something that the oddsmakers put at 87% against, I keep coming back to the once regular yearly telling of the tale of Dr. Seuss's Grinch.

Last weekend, wondering what to say in my last days before the election emails, I looked back at what I had written two years earlier before the 2020 election and Good Lord those were different times. Two years ago enthusiasm was off the charts, through the roof, and over the moon! After four years to finally be able to get rid of that man and all the damage he did to everything good had everybody so excited. We all knew victory was at hand and we went out to vote like democracy was a nonstop party. Whoosh!

But this election was so different. In the two years since, starting with the Republican attempt on January 6 to end our democracy, through this summer's ending of women's rights, and leading straight into this election, they never offered a plan, or an apology, or any form of hope, but only nonstop-relentless fear, anger, and just plain meanness. Plus the news kept telling us this was a winning strategy, this was what the American people wanted. Two years ago we voted knowing we were going to win and it was fun. This was a very different election.

And here's where we get to Dr. Seuss. The Grinch didn't steal all the goodness of the holiday from the people of Whoville so he could have all the goodness for himself. He stole all the goodness so the people of Whoville wouldn't have that goodness. He stole their goodness because he wanted to leave them broken. He wanted to leave them like him. He waited Christmas morning in anticipation for the joy he was sure to come in a community heartbroken. He took the presents. He took the lights. He took the every last tree. He took the I Will Vote Concert for Joe Biden Featuring P!nk, Cher, John Legend & More. He took the food. He took the food!

In the end all the cruelty the Grinch set in motion came to nothing. The people of Whoville came together, held hands and sang in their own voices with joy and with love in their heart. They did not break. This Tuesday the people of Whoville were you. Without any of the hoopla of two years ago, or maybe Who-Hoopla to keep with the analogy, you did the exact same thing you did two years earlier. Without any hope other than the hope you all hold in your hearts you came out and voted like nobody expected and once again kept this democracy with its belief in equality and caring about each other alive for two more years. You guys make me want to cry very happy tears. You really are the best.

Last Day! In [our stores](#), to get your free \$12.95 half-cup jar of your choice and \$9.95 [Embrace Hope Pin](#) with no purchase at all just be ready to show this email or the printed-out coupon from above. [Online at penzeys.com](#), simply enter Good

into the apply code box at checkout and the most expensive half-cup jar in your basket up to \$12.95 in value plus the Hope pin will be free. No need to put the Hope pin in your basket, the **Good** code will do that and for free. It's easy.

No code needed as well for regularly \$17.95 [Grill and Broil Gift boxes](#) for just \$9.95. This is a really nice little collection of seasonings. Each so tasty and so easy to use.

And please get your [Embrace Hope Pin](#) even if you have one already. Take the extra and leave it somewhere where someone could use to find Hope. One customer decided on the ledge in a not-so-well-kept gas station restroom was the ideal spot for a needing soul to find a gift of Hope. I think your cooking in its own unique way gives people hope for what a better world could be. But the pin is just so tangible and... hopeful. Please share.

And let's get back to I Will Vote Concerts Featuring P!nk, Cher, John Legend & More in 2024. And if part of that more was Alec Benjamin and he could sing Steve I would be most appreciative. Teddi had it on her playlist as I was driving her back to college last week. We both sang along. It was good.

Thank you for always holding hands. Thank you for singing no matter what,

Bill

bill@penzeys.com

P.S. If this email did not come from us directly but was forwarded by a friend, would you please consider [signing up for our email list](#)? Please come be a part of a world filled with every kind of very kind people. Thanks!

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Veterans!*