



# GERMAN AMERICAN EVENTS, LLC

## Christkindlmarket Reveals 2021 Mug Design & Announces First Annual Ornament

The holiday market introduces new collectors' items & brings back its popular gift boxes

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**(CHICAGO, IL)** (October 22, 2021)

The Christkindlmarket Chicago is celebrating a big day: the announcement of the annual souvenir mug design, the release of a long-awaited new collectors' item - the first annual ornament-, the reveal of this year's curated gift boxes, and the start of [pre-orders through the Christkindlmarket online shop!](#)

In celebration of the Christkindlmarket's 25<sup>th</sup> Anniversary, the official annual mug has been given a very elegant look. The mug's flute shape, last seen in 2013, has always been popular due to it being easy to hold and drink out of. Dazzling in a dark emerald green – to match this year's festive logo – the mug shows a beautiful, colorful, and detailed market scene, as well as the skyline of its home city, Chicago.

Peppermint the Penguin – the annual non-alcoholic beverage mug – is back, with a look adjusted to celebrate the 25<sup>th</sup> Anniversary as well. Dressed in a tuxedo with an emerald green bow tie and collar, Peppermint holds a Chicago flag towel and is ready to party.

This year marks the release of the first annual Christkindlmarket ornament. The new high-quality souvenir is a specialty glass-blown, hand-painted ornament from Europe, complete with a scene of quaint red and white striped booths, and celebratory fireworks.

The Christkindlmarket is also bringing back its popular gift boxes, which debuted during the Virtual Holiday Market in 2020 and quickly became fan favorites. Visitors will be able to choose from four different specially curated gift boxes this year. They include vendor goodies, the annual ornament, the annual mugs, and much more. Boxes range in price from \$49.99 - \$99.99.

All these very limited-edition items will be for sale in the [Christkindlmarket online shop](#), as well as on-site at the [Christkindlmarket Chicago at Daley Plaza](#) and the [Christkindlmarket Wrigleyville at Gallagher Way](#) – as long as supplies last.

"We are so excited that we can all be together in person again this year to celebrate our 25<sup>th</sup> Anniversary and allow our visitors to continue, or start, their mug and ornament collections," emphasizes CEO & General Manager Maren Biester Priebe.

Krombacher USA is very proud to announce that they are the official beer sponsors for the 25<sup>th</sup> Anniversary of Chicago's Christkindlmarket. "Being the sponsor for such a premier Chicago event, like the Christkindlmarket, aligns with Krombacher's focus on Chicago as our number one beer market in the United States," says Patrick Doig, Krombacher USA's Director of Sales and Marketing. "More importantly, being able to partner with, and support, the Christkindlmarket as they bring their event back into the loop, which every year helps to showcase the great City of Chicago to people far and wide, and knowing what that will do to help revitalize tourism in this gem of a city, is a dream come true, as a proud Chicagoan myself."



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High resolution photos are available upon request ([schmidt@GermanAmericanEvents.com](mailto:schmidt@GermanAmericanEvents.com)).

## **Christkindlmarket Chicago (November 19 – December 24)**

### Regular Hours:

Sunday – Thursday: 11 am – 8 pm

Friday – Saturday: 11am – 10pm

### Special Hours:

Thanksgiving (Nov. 25), Christmas Eve (Dec. 24): 11am – 4pm

Facebook: <https://www.facebook.com/christkindlmarket>

## **Christkindlmarket Wrigleyville (November 19 – December 31)**

### Regular Hours:

Monday – Thursday: 3pm – 9pm

Friday – Saturday: 11am – 10pm

Sunday: 11am – 7pm

### Special Hours:

Thanksgiving (Nov. 25), Christmas Eve (Dec. 24) and New Year's Eve (Dec. 31): 11am – 4pm

Christmas Day (Dec. 25): Closed

Facebook: <https://www.facebook.com/christkindlmarket.wrigleyville>

For more information about Winterland at Gallagher Way, visit [www.gallagherway.com](http://www.gallagherway.com)

## **About German American Events, LLC**

German American Events LLC, a subsidiary of the [German American Chamber of Commerce of the Midwest](#), is a Chicago-based nonprofit organization that plans and executes the Christkindlmarket Chicago and Wrigleyville. All Christkindlmarket locations are modeled after the classic German holiday market in Nuremberg, Germany, with traditional candy cane striped huts.

The free outdoor holiday markets host international and local vendors who display and sell hand-crafted ornaments, toys, and special holiday gifts as well as traditional German foods, sweets, and beverages. The markets are rich in cultural tradition and include special events, entertainment and activities that are fun for the whole family, including traditional alpine brass music.

Instagram: <https://www.instagram.com/thechristkindlmarket>

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