



# GERMAN AMERICAN EVENTS, LLC

## Christkindlmarket Unveils 2025 Mugs & Exclusive Merchandise

Spreading Love with Heart-Shaped Items & the First-Ever Krampus Stuffie

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The wait is over! The Christkindlmarket Team is thrilled to reveal the 2025 collectible mugs, limited edition gift boxes, and an enchanting new lineup of festive merchandise - available at all three market locations: [Chicago at Daley Plaza](#), [Aurora at RiverEdge Park](#), and [Wrigleyville at Gallagher Way](#).

To get the festivities started, the Christkindlmarket will host a one-day-only reservation opportunity on October 5 during [Sundays on State](#). Visitors can secure their favorite mugs and merch for pickup during the market season (November 21 – December 31, 2025).

### Highlights of the 2025 Collection

- **Heart Mug:** The official 2025 Christkindlmarket mug features a festive red exterior and white interior, local landmarks, and a charming German Christmas market scene. This 200ml collector's favorite is priced at \$10 (empty) and can also be purchased at vendor booths filled with hot beverages (including Glühwein, the signature beverage of the markets, for those 21+).
- **Gingerbread Mug:** This year's 200ml non-alcoholic beverages mug showcases a gingerbread man and woman in traditional Lederhosen and Dirndl on a cozy brown with a bright red handle and decorative icing details along the rim. It is available for \$10 (empty) or filled with non-alcoholic hot beverages from various vendors.
- **Beer Stein:** The third annual half liter beer stein returns with a new shape, and a classic white interior. It portrays a breathtaking night scene of the Christkindlmarket, complete with the Christkind and waving flags under a starry, golden sky. The individual item's price is \$20 at all locations. For any 21+, the stein can be purchased and filled with imported German beer for an additional cost provided by this year's beer sponsors Benediktiner, König Pilsener, and Köstritzer.
- **Glass-Blown Ornament:** This popular limited edition souvenir item that has been glass blown and handmade in Europe and celebrates its fifth year as a collectible item. The 2025 Christkindlmarket ornament looks like a traditional German "*Lebkuchenherz*" (translates to "gingerbread heart") and matches the heart-shaped mug. Priced at \$39.
- **Krampus Stuffie:** A new addition is this delightfully fearsome plush figure, with shaggy fur, curled horns, a cheeky tongue, and a flicked tail. On its back it says "*Gruss vom Krampus*," which translates to "Greetings from Krampus." Priced at \$28.
- **Gift Boxes:** Ideal for gift-givers, Christkindlmarket fans, or those unable to visit in person, the 2025 Gift Boxes include the mug as well as selected Christkindlmarket merch items and vendor goodies. This is the only Christkindlmarket souvenir collection item that cannot just be purchased on-site [but also online with the option for shipping or pick-up, starting at \\$115](#).

"We love adding to the joy of the season with these collectible souvenirs that bring warmth, cheer, and lasting memories to every holiday celebration," said Maren Biester Priebe, CEO and General Manager at German American Events, LLC.



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## **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, Wrigleyville and Aurora. All 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 handcrafted 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.