



Sunsella Comments On Bed, Bath & Beyond Opening On Thanksgiving 2019

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Sunsella, a Los Angeles based Home & Kitchen products manufacturer, is sharing their perspective on Bed, Bath & Beyond opening on Thanksgiving for the first time in 2019. Bed, Bath & Beyond, which operates more than 1,500 stores across the United States, will buck tradition and start its Black Friday sale a day early this year.

According to a press release by the company, Bed, Bath & Beyond is offering a 25% discount off purchases made in-store on Thursday, Nov. 28 from 5 p.m. to midnight and on Black Friday before noon local time. However, Bed, Bath & Beyond is not the only store staying open for business on Thanksgiving Day. Bed, Bath & Beyond is joining a list of other major retail stores, including Best Buy, J.C. Penney, Kohl's and more. Meanwhile, other retailers like IKEA, Nordstrom and Crate and Barrel are maintaining tradition and closing their business on Thanksgiving Day, though they will be open on Black Friday.

Mike Law, a representative for Sunsella, says, "Black Friday sales have long been a tradition of the American retail industry, and stores opening for business on Thanksgiving is a relatively recent practice. If you look at the numbers, you might see that this is going against current consumer trends. As more customers switch to

online shopping, brick-and-mortar sales on Thanksgiving and Black Friday decrease. However, this particular move by Bed, Bath & Beyond, and the other companies, of course, is likely a tactic meant to increase in-store sales.?

?Take, for instance, Bed, Bath & Beyond?s 25% off coupon,? says Law. ?It is only available for in-store purchases, which means that you have to physically go to the store to get it. If you?re shopping online, the best deal you?re going to get this year at Bed, Bath & Beyond is 20% off your entire purchase. Considering that 25% off can be a massive amount, especially if you?re taking advantage of a Black Friday sale to buy a lot of items, people are incentivized to go to the store. Being open on Thanksgiving and having a better in-store offer just increases business for the company. It?s a very clever move by Bed, Bath & Beyond.?

Sunsella has established themselves as a trustworthy manufacturer of home and kitchen products, as is made evident by the reviews for the company?s products. On an Amazon review for Sunsella?s Leakproof Bento Box, for instance, one customer says, ?This leak-proof bento box is really great for sealing in liquids (small servings of soup, fruit salad, etc) and keeps sandwiches from getting soggy from the liquids. My husband uses this regularly. If you want the seal on the lid to last, you need to be careful to "seat" it properly (all the seals must be aligned), otherwise you can damage it?especially as the seal ages.?

The review continues, ?We toss this into the dishwasher with no problems (the heating element isn't exposed, so no danger of melting). Also, be aware that this container is recommended for use by adults/teens because the lid is very difficult for children to put on and take off (it can be challenging for adults, too!). I would easily recommend this product to other customers who want a leak-proof container.?

In a review for the company?s Silicone Vegetable/Food Steamer Basket, Terrence Walsh says, ?The steamer rack that comes with the Instant Pot is more like a trivet. It will hold something large off the bottom of the pot, such as a chicken or a roast. When it comes to small or cut-up vegetables, however, or small bits of protein like shrimp, that trivet-type rack is no help. This steamer basket does a great job of holding a decent quantity of small pieces so they can steam properly. I use it in a 6-quart Instant Pot. I found the handles easy to grab, even when hot. It easily stores right in the Instant Pot and washes up nicely in the sink or the dishwasher. Very pleased.?

Those who want to learn more about Sunsella and the wide range of home and kitchen products the company offers can find more information on their website. Additionally, interested parties are encouraged to get in touch with Mike Law directly for further details. In addition to their website, Sunsella also maintains a page on Facebook where they frequently post updates and communicate with their customers. All of

Sunsella's products can also be purchased on Amazon.

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Sunsella

The Sunsell range consists of high quality kitchen utensils and gadgets designed to improve your quality of life.

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