



Kringle Workshops Featured on Etsy's Instagram Highlighting Handmade Wooden Toys

June 02, 2026

LAKE ELMO, MN - June 02, 2026 -

Kringle Workshops has been featured in a recent reel on Etsy's Instagram page, bringing attention to the small Minnesota workshop's collection of handmade wooden toys. The feature spotlights owner Tom Bethke, known as Santa Tom, and the craftsmanship behind the durable, imagination-driven playthings created in his home workshop in Lake Elmo.

The Instagram reel presents the story of Bethke, a professional Santa Claus for more than 40 years, who also crafts wooden toys inspired by family woodworking traditions. It showcases examples from the Kringle Workshops lineup, including vehicle and farm-themed items constructed from natural woods such as pine, oak, and birch. Each toy is hand-assembled using water-based glue and dowels, then sanded smooth with rounded edges to ensure safety for children ages three and older. The unfinished surfaces preserve the natural grain and eco-friendly qualities, while a wood-burned Kringle Elf logo marks every piece as an authentic creation from the workshop.

Products highlighted through the feature include the Pickup Truck & Horse Trailer with its pivoting ramp and dual rear wheels, the Wooden Bobcat for construction play, the Pickup Truck / Camper with Boat, and

the Flatbed Tow Truck with Car. Farm-oriented toys such as the Tractor, Combine, and Logging Truck join the Dump Truck, Excavator, and Train in offering opportunities for open-ended, battery-free play that encourages creativity and storytelling.

Tom Bethke, founder and craftsman of Kringle Workshops, expressed appreciation for the recognition. "Thank you so much for this feature. It truly means the world to us. Our small business has grown into something really special, and being able to share the heart behind what we do is incredibly meaningful. We're so grateful for the Etsy community and everyone who supports handmade," said Bethke.

The feature underscores the connection between Bethke's long-standing role as a professional Santa and his dedication to creating heirloom-quality wooden toys. His work draws from decades of experience and inspiration from his father, resulting in toys designed to be actively played with rather than displayed. The workshop's small-scale production allows for meticulous attention to detail, from matching joints to functional elements like rotating wheels and articulated parts.

This recognition on Etsy's platform highlights the growing interest in American-made, sustainable toys that support traditional craftsmanship. Kringle Workshops maintains a focus on pieces that foster family interaction and can be passed down through generations, aligning with values of durability and simplicity in children's playthings.

Bethke added further insight into the significance of the moment. "Seeing our handmade wooden toys shared on such a prominent platform reinforces the value of supporting small makers who pour personal care into every item," he noted. The feature provides a glimpse into the workshop environment where each toy takes shape, emphasizing the hands-on process that distinguishes these creations.

Kringle Workshops continues to offer its full range of toys, including additional designs such as the Classic Hot Rod Car, Fire Truck, Garbage Truck, and Monster Truck. All items share the same commitment to safety, with no sharp corners or chemical coatings, and are built to withstand years of active use. Custom requests are welcomed, allowing families to tailor selections while preserving core design standards.

The Etsy Instagram feature arrives as families consider meaningful gifts that emphasize creativity over technology. By showcasing Bethke's dual identity as Santa Tom and toy maker, the reel illustrates how one individual's passion bridges holiday traditions with everyday play.

Kringle Workshops remains dedicated to its founding principles of quality and imagination. The small business operates entirely from its home workshop, producing toys that reflect a philosophy of timeless design and environmental responsibility through the use of natural materials.

Founded in Lake Elmo, Minnesota, Kringle Workshops is a small business specializing in handmade wooden toys. Owner Tom Bethke, also known as Santa Tom, crafts each item in his home workshop using sustainable woods and safe assembly methods. The company creates durable, battery-free playthings for children ages three and up, designed to spark creativity and serve as lasting family treasures.

###

For more information about Kringle Workshops, contact the company here: Kringle Workshops Tom Bethke 651-552-7709 Kringleworkshops@comcast.net

Kringle Workshops

Kringle Workshops crafts wooden toys ready to be passed down from generation to generation. All products are made by a small business, right here in America.

Website: <https://kringleworkshops.com/>

Email: Kringleworkshops@comcast.net

Phone: 651-552-7709

