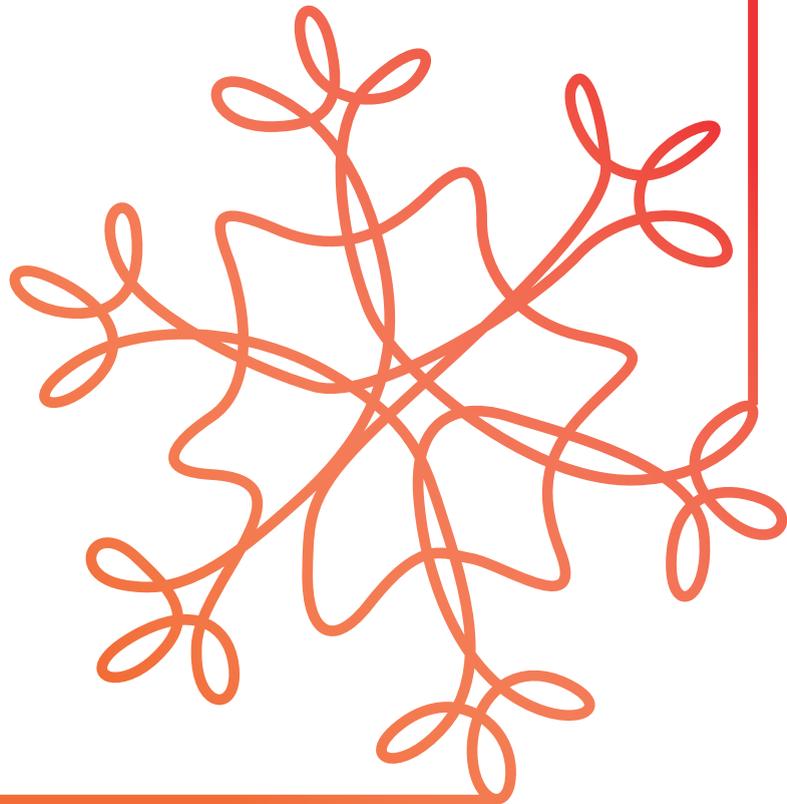


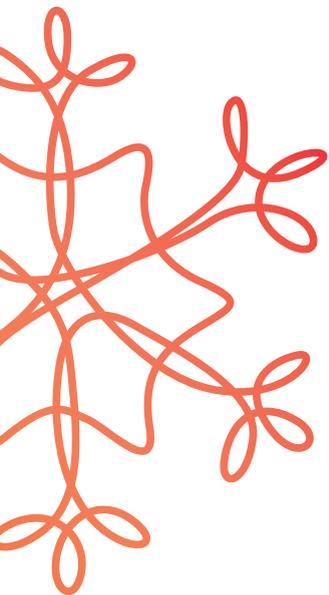


Holiday Guide

2022



Welcome to the Uptima Holiday Guide!



Dear Friends,

We're excited to bring you the **first ever** Uptima Holiday Guide!

With everything that has happened over the last few years and the current economic uncertainty, we believe it's important now more than ever for all of us to support our small, local businesses owned by people of color. The holiday season is a great time for us to show our gratitude and support in any way we can.

At Uptima, we support businesses in varying industries. This year's holiday guide is a selection of businesses we're currently working with in our education and advising programs.

We hope you will use this guide in creating your holiday shopping list!

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Support Small Businesses this Holiday Season

As we approach the end of this year, let us not forget how important the holiday season is for our beloved local small businesses. Given that many are already stretched so thin, we would like to share a few ways you can impact your community this holiday season.

There is no question that businesses need our dollars to stay afloat, but they also need our engagement, encouragement, and promotion. We believe support exists on a spectrum. There is no right or wrong way, and there are many possibilities. Here are some creative ways you can support your favorite businesses.



SHARE ON SOCIAL

If you are active on social media, find your favorite local small businesses on social. Be sure to like their profiles and engage with their posts. Share your love for them by writing your own post and tagging them. The more we engage on social media with our local small businesses, the more traction they can get with the algorithms, be seen by more people, and gain more sales.



WRITE A REVIEW

Show appreciation for your favorite local small businesses by writing a positive review on sites like Yelp, Google, Facebook, and others. In addition to promoting the businesses, your positive reviews may provide business owners with much needed encouragement to keep going during these challenging times.



BUY A GIFT CARD

Many of us are not able to see our family and friends for the holidays. Let them know you are thinking about them by purchasing a gift card from one of their favorite local restaurants or shops. Buying a gift card helps provide local, small businesses with necessary upfront cash flow while allowing your family and friends to choose their own adventure.



SHOP LOCAL MARKETS

Many local makers and artists rely on in-person holiday markets for sales. This holiday season, these markets are ramping back up. Swing by your local markets for unique shopping experiences with your favorite local makers and artists.



SHOP LOCAL ONLINE

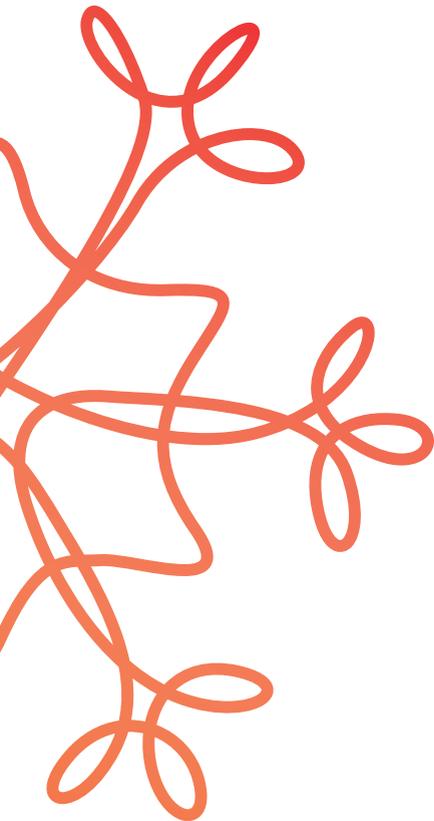
Understandably, some of us are still concerned about shopping in person this holiday season and have turned to online shopping. Instead of going straight to Amazon for your gift ideas, check out the online stores of favorite local retailers, makers, and artists for more unique shopping experiences. Many of your local, small businesses are offering delivery across the country as well as curbside pickup for local shoppers.



BUY BLACK

When you buy from a Black-owned business, you are not only investing in that specific business, you are also investing in the Black community. You can find Black-owned businesses by checking out local and national directories of Black-owned businesses and various markets, fairs, and festivals going on in your local community.

Quick Links



Gift Ideas

Page

 SELF-CARE PRODUCTS.....	5
 APPAREL	8
 ACCESSORIES.....	10
 COOKING	12
 SWEETS & SNACKS	13
 BEVERAGES	15
 HOLIDAY MEALS & CATERING.....	16



Self-Care Products

Give the gift of self-care this holiday season. From making the necessities of soap, lotion, deodorant and hair care special to ritualizing daily journaling and planning, our entrepreneurs have the perfect self-care gifts for your family and friends.

allbutter'dup

skincare. self care. self love.

allbutterdup.com | CHICAGO

All Butter'd Up is a skincare brand, specializing in whipped, scented shea body butter. Products are made in small batches using the finest natural and organic ingredients for maximum freshness.

Ancient Treasure

myancienttreasure.com | BAY AREA

Ancient Treasure is a simple beauty company that focuses on the radiance of women 40 and above. Made with only quality ingredients, products enhance the natural beauty of every woman, in every phase of life.

A Pocket of Sunshine

apocketofsunshine.com | BAY AREA

A Pocket of Sunshine is an online wellness boutique that inspires people on their self-discovery journey to develop a clearer vision of themselves, create self-care routines, and opportunities to pour into themselves with love.



beijaflornaturals.com | BAY AREA

Beija-Flor Naturals is an organic skin and haircare company that was one of the first American beauty lines to include fair trade, nutrient rich botanicals ingredients from Brazil. Offers a full line of body products that are nourishing for face, hair, and body.

ENTENDRE

entendrecosmetics.com | BAY AREA

Entendre Cosmetics is a clean, non-toxic beauty company committed to providing products with the highest quality, natural, renewable ingredients. Products are designed for a wide range of skin concerns or issues, from acne to sun damage.



E.O.F. STUDIO

EST. 2021

eofstudio.com | BAY AREA

E.O.F. Studio is a boutique shop in Downtown Oakland that features an array of self-care items from other women-owned and family-owned small businesses. Products range from hand-poured soy candles to serenity tinctures and small plants.

GLÖGIRL

C O S M E T I C S

glogirlcosmetics.com | BAY AREA

GlöGirL Cosmetics is an urban luxury makeup brand that celebrates global beauty and recognizes the fire that is your inner glö. From street chic to couture, beauty comes in so many shades and features.

IYØBA

iyoba.com | BAY AREA

Iyoba offers handcrafted organic products for the natural care of hair, body, and home. Each product uses natural, cruelty-free ingredients that nourish hair and skin while respecting the environment.

krio

skincare

krioskincare.com | BOSTON

krio offers products inspired by the simplicity of African skincare. Products not only moisturize, nourish, and improve your skin, but also help you feel confident in putting your best skin forward, as you discover the world.



lunarremedy.com | BAY AREA

Lunar Remedy produces handcrafted self-care products inspired by the moon, stars, and nighttime sky. Offers a line of products for bath and body, eau de parfum, and home fragrance.

MAY'S MOSS

maysmoss.com | CHICAGO

May's Moss is a wellness business focused on the healing powers of sea moss. It is home to the infamous elderberry infused sea moss gel, a natural immunity booster.



MORRIS + WADE
Handmade In The Bay

morrisandwade.com | BAY AREA

Morris+Wade offers natural handmade cold processed soaps with the finest ingredients. Products are designed to liberate our bodies with high quality, sustainable, and clean products while celebrating Black culture along the way.



natralee™

natralee.com | BOSTON

Natralee uses sustainably sourced, high-quality ingredients to make body butters and body scrubs. Products are designed for dry and eczema-prone skin.

REMEMBRANCE APOTHECARY



remembranceapothecary.com

BAY AREA

Remembrance Apothecary offers plant medicine for the skin and spirit. Products include a range of natural botanical beauty, herbal remedies, and self-care rituals.

Self Blossom Box

self-blossom-box.cratejoy.com

BAY AREA

Self Blossom Box is subscription box focused on self-growth and self-care. Monthly boxes provide tools that inspire personal development, ignite self-improvement, and illuminate the path to personal transformation.



slickbodybutters.com | BAY AREA

Slick Body Butters is a small batch skincare brand inspired by African remedies. Products are made with high quality ingredients to soothe and support all skin types.

the Healing place
APOTHECARY 

thpapotheary.com | BAY AREA

The Healing Place Apothecary is a wellness and lifestyle brand utilizing the medium of plant-based skincare to inspire daily self-care rituals for busy women of color. Products are rooted in holistic principles and beauty rituals from Asia, Africa, and the Americas.



Apparel

Our fashion entrepreneurs have everything from hoodies with social justice messages to high end fashion celebrating cultural heritage. Help your family and friends celebrate their unique style this holiday season.

**ALL POWER
TO THE PEOPLE** 

allpowertothepeopleproject.com

BAY AREA

All Power to the People Project

inspires and empowers each generation by creating products that communicate the history and global impact of the Black Panther Party. They are the original trademark collection endorsed by the Huey P. Newton Estate.

CONRADO

DESIGNED WITH LOVE

shopconrado.com

MASSACHUSETTS

Conrado Studio is a sustainable shop and design studio located in Martha's Vineyard. Offers a curated line of women's essentials versatile to wear in any setting. All products are ethically produced in house at their family workshop in The Philippines.

COURTSMITH

courtsmith.com | BAY AREA

Courtsmith is a performance apparel company. Offers their own line of apparel and accessories from sweatshirts and pants to bags and basketballs.

jahZara
FASHION HOUSE

jahzarafashionhouse.com | BOSTON

Jahzara Fashion House crafts quality apparel and accessories for those who seek unique pieces to accent their personalities. Inspired by the African and Caribbean culture, they bring a fusion of futuristic and ancient designs together.

KRÉYOL

iamkreyol.com | BOSTON

Kréyol is a woman's high fashion boutique in Boston that impacts the world, one garment at a time. Its "For Women, By Women" initiative allows for your purchase to directly affect the livelihood of women artisans and entrepreneurs globally and locally.



lolasaficanapparel.com | BAY AREA

Lola's African Apparel provides authentic African clothes and accessories for the whole family through its shop in Berkeley and online. All products are authentically made in Africa by Africans.



runtheworldclothing.com | BAY AREA

Run The World uses the power of apparel, experiences and technology to share narratives of Black history, Black culture, and Black radical thought.

 swap station

swapstation.org | BAY AREA

Swap Station is for the sneaker enthusiast. They offer a safe platform where sneaker and streetwear collectors can buy and exchange items with anyone, anywhere.



Accessories

What's the holiday without an amazing statement piece! Our entrepreneurs have a wide selection of jewelry, scarves, head wraps, and other accessories to suit any taste.



aztecanegra.com | BAY AREA

Azteca Negra is where Indigenous and modern art, fashion, and culture intersect. Offers a culturally-conscious line of textile, handmade jewelry, accessories, and novelty pieces.



boldaddictions.com | CHICAGO

Bold Addictions offers statement jewelry that adds color to classic, everyday clothing. Products are guaranteed to elevate your look, intensify your personality, spark conversations, all while getting compliments and increasing confidence.



candidartaccessories.com

BAY AREA

Candid Art is an artisanal jewelry, home décor, and apparel lifestyle brand influenced by the modern African Diaspora and cosmic geometry. Products incorporate sustainable business practices such as using recycled metals and sustainable fabrics.



OF CALIFORNIA

freebirdca.com | BAY AREA

Freebird of California is a leather goods brand. Offers thoughtfully-designed, handmade leather accessories and handbags.



latishabakerartworks.com

BAY AREA

Latisha Baker Artworks offers a wearable art line, stationery, and visual art. Their products use a primitive technique called pyrography on a variety of recycled and purchased wood.



tafariwraps.com | BOSTON

Tafari Wraps is a luxury design house and boutique shop in Boston celebrating and preserving Afro-Diasporic culture through functional art of luxury headwraps, home décor, fashion, and art education.

TRUE 9 ACCESSORIES

true9accessories.com | BOSTON

True 9 Accessories provides versatile, chic, and fun handmade accessories for all. Their products are “a small rebellion for self-expression.”



Cooking

If you're cooking this holiday season, our entrepreneurs have vegan meat alternatives to satisfy the whole family, as well as spices and sauces that will take your holiday up a notch.



eatbetterchew.com | BAY AREA

Something Better Foods produces a variety of plant-based meat alternatives sold under the brand name "Better Chew." Their beef, chicken, and seafood substitutes are currently available in West Coast grocery stores.



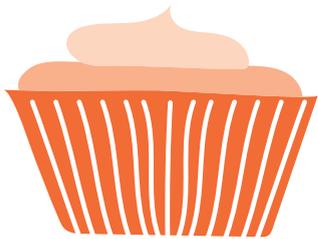
brundo.com | BAY AREA

Brundo Spice Company is showing the world the beauty of East African cuisine through heirloom spices and herbs imported directly from their processing facility in Ethiopia.



wandascooking.com | BAY AREA

Wanda's Cooking offers an online pantry of condiments, currently featuring a variety of pepper chowchow and a creole spice mix.



Sweets & Snacks

Hold the crowd off until dinner or be the star of the dessert table. Our entrepreneurs offer sweets and savory snacks for your special holiday events.



linkin.bio/babybeanpie | BAY AREA

Baby Bean Pie is an artisan baked goods and catering company specializing in sweet and savory treats made with the superfood navy bean.



cookiemavenbakes.com | BAY AREA

Cookie Maven is a small batch cookie bakery. They offer a mix of traditional and unique pairings using the highest quality ingredients.



Crisps & Crackles

crispsandcrackles.com | BAY AREA

Crisps & Crackles makes nutritious, tasty vegetable chips using unique ingredients, such as mung beans, moringa, and bitter melon.



homegirlshummus.com | CHICAGO

Homegirl's Hummus is a gourmet hummus brand. You can find their products at local pop-ups and events throughout Chicago.

kubé.

kubenicecream.com | BAY AREA

Kubé makes artisanal, vegan coconut ice cream in a variety of flavors. Available in the Bay Area through farmers markets, events, local retailers, and local delivery.

PIETISSERIE

pietisserie.com | BAY AREA

Pietisserie has a take on pie that is playful, modern, and elegant. They bake their pies with fruits, nuts, and veggies sourced from regional farmers at their peak.



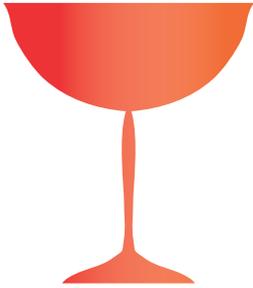
twochicksinthemix.com | BAY AREA

Two Chicks in the Mix offers a seasonal menu of pies and cakes inspired by California produce, unique flavor combinations, and Black food culture.



www.yahshibakes.com | BAY AREA

Yahshi Bakes creates delicious baked goods made with organic, locally sourced ingredients, featuring the warming spices of their Ethiopian and Jamaican heritage.



Beverages

The holidays are not complete without a toast to family and friends. Our entrepreneurs have the perfect beverages for your holiday toast!

ALKALI RYE

sipalkalirye.com | BAY AREA

Alkali Rye is a beverage shop in Oakland that sells an intentional and focused selection of wine, spirits, beer, coffee, and tea. You can also find a collection of their favorite tools and beverageware.

 **GO  RMONADE**

gourmonade.com | BAY AREA

Gourmonade is a gourmet lemonade mixology brand. They sell classic lemonade and Jasmine Palmer (their twist on the Arnold Palmer), as well as seasonal flavors.



thelemonadebar.org | BAY AREA

The Lemonade Bar specializes in fresh squeezed lemonade and organic handcrafted frozen lemonades. You can find their products throughout the Bay Area at farmers markets and events and online for local delivery.



thewinenoire.com | BAY AREA

The Wine Noire is an import and export company representing small Black, women-owned, and international wine and spirits brands. Stock up on your holiday spirits through their online store.



Holiday Meals & Catering

Bring family and friends together over shared food without the stress of cooking on your own. Whether it's going out, ordering in, or getting your holiday meal catered, we have a variety of vegan and non-vegan food businesses that will satisfy your loved ones' palates.



carolicious.net | BOSTON

Carolicious is dedicated to serving Venezuelan food in the Boston area. Their traditional Venezuelan arepas are gluten-free and use local produce, making them a healthy, delicious, and easy-to-eat meal.



fishandbonez.square.site | BAY AREA

Fish and Bonez is a Mexican pop-up in Oakland that offers a seasonal menu of tortas, tacos, tostadas, pickles, salsas and cured meats.



thatshellanuts.com | BAY AREA

Hella Nuts is a plant-based eatery in Oakland specializing in the use of nuts, seeds, and legumes. In addition, they sell their packaged walnut meat, which resembles traditional ground meat and can be used in a variety of favorite dishes.



reemscalifornia.com | BAY AREA

Reem's offers the warmth of Arab hospitality in the Bay Area. They create the experience of home through fresh baked bread, using traditional Arab flavors and local ingredients, all prepared with California love.



roastedraw.com | BAY AREA

Roasted & Raw is a quick service vegan restaurant in Oakland that has an appealing and healthy plant-based menu that you can customize based on your cravings.



thamfnvegan.com | BAY AREA

Tha MF'n Vegan specializes in making healthy look and taste delicious. Using jackfruit meat alternatives, they serve up smack'n sliders, nachos, and tacos.



veganmob.biz | BAY AREA

Vegan Mob offers an expansive menu of plant-based barbecue and soul food. Order through their Oakland location or at their food truck.



yoyotreats.com | BAY AREA

YoYo Treats offers delicious, sweet and savory Mexican street snacks through their kiosk in San Leandro.



UPTIMA

ENTREPRENEUR COOPERATIVE



**Wishing you
and your loved ones
a safe and happy
holiday season!**

