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HOLIDAY GIFT GUIDE

CELEBRATE & SHOP ON THE NORTH END | ROCKFORD, IL | WINTER 2026



Wrapped in Wonder

A little something for everyone on your list





















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Shop Online Anytime at rootedrkfd.com

Shipping & In-store Pickup Available Year-round

Cover Page: Greeting Card - $6, Silver Star Bauble 6-pack Glass Ornaments – $48, Cake Mix – $10, Eat Meals With People You Love Sticker – $4, "Having People Over" Book –$30, Tinseltown Puzzle – $42, Letter Writing Set – $20, Matcha Chocolate Bar with Caramelized Sesame – $18, Monthly Planner – $32, Journal – $34, Zero-waste Disposable Camera – $36, Unplugged Workbook – $14, Collage Kit Vol. 1 – $26

This Page: Mistletoe Candle – $24, Rooted Gift Box – $5, Pizza Oil - $32, KidDough Play Kit - $25, Wrapping Paper – $13, Eternal Blue Opal Tennis Bracelet – $160, Opal Caribbean Fleur Studs – $106, Mouse Ornament - $18, Eau De Parfum - $75, Girlfriend Socks - $12, Small Gift Bag – $6, Green Tea – $13, Knit Hat – $28



As Rooted celebrates five years this December, I'm reflecting on what this shop has become and the people who have made it possible. **Rooted is a gift, home, and floral shop built around connection**: a gift that makes someone feel understood, something unexpected that brings personality to your home, or fresh flowers that brighten an ordinary day. I want Rooted to be a place where you feel welcome and leave with something you're excited to share—or keep for yourself.

That sense of connection is personal to me. I grew up on The North End, and my family's history is woven into these very walls. My grandma shopped here when it was Cacciatore's Meat Market, feeding a family of ten. Years later, I came here with my parents and brother when it was the North End Neighborhood Coffee Bar. Today, I get to add my own chapter to this building's story and welcome you inside.

I couldn't imagine having my shop anywhere else, or sharing this experience with better business neighbors. There's a grit and generosity among us that I love. We roll up our sleeves, **show up for each other**, and keep finding ways to make this corridor a place people want to spend time.

This guide is a love letter to it all, and brings together my roots in graphic design with **my love for the people and businesses** that make this neighborhood special. What began last year as a personal project has grown through this year's partnership with GoRockford, helping share more of what's waiting to be discovered here.

To explore further, **scan the QR code for the digital guide on GoRockford's website, where you'll find clickable links to shop** and learn more about the featured items and businesses. Share it with friends and family near and far, and invite them to experience Rockford for the holidays. **I hope these pages inspire you to visit, linger a little longer, and enjoy the small moments that make this season special.**

With Gratitude,

Liz Schaer

Owner, Rooted

scan for digital guide



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Store Hours

Wed 10am-2pm

Thurs & Fri 10am-6pm

Sat & Sun 9am-3pm

1408 N Main Street | rootedrkfd.com | @rooted_rkfd | @pickedbyrooted

GO ROCKFORD ILLINOIS

Holidays in Rockford's

North End

Shopping, Dining and Scandinavian Holiday Cheer

Looking for a holiday outing that feels a little different? Head to Rockford's historic North End, a walkable neighborhood where independent businesses, good food and creative energy come together. Bring your friends for an afternoon of shopping, plan a date night or build your visit around one of the neighborhood's favorite seasonal traditions.



Holiday Shopping

Start at **Rooted**, a locally owned shop filled with carefully chosen gifts, home décor, candles, art and fresh flowers. Their floral brand, **Picked by Rooted**, has arrangements to brighten someone's holiday table. Next door, **Winnie Nutter Vintage** specializes in handpicked secondhand and vintage clothing, accessories, and other unexpected treasures.





Eat, Drink and Be Merry

A day of shopping calls for a good meal. Stop at **The Norwegian** for Nordic-inspired brunch and a rotating dinner menu. For date night, **Plume** brings handmade pasta and Northern Italian dishes and artisanal craft cocktails. **The GOAT Pub & Grill** is a relaxed stop for burgers and drinks with friends, while **The Olympic Tavern** serves a variety of food including winter soup flights and a broad selection of craft beer. For Irish-inspired fare, head to **Mulligan's Pub & Grill.**



Art and Entertainment

Before heading home, explore the public art around Veterans Memorial Circle, including a striking mural honoring veterans, an iconic Rockford mural, and a sculpture crafted by a veteran to enjoy. Check the schedule at **The West Side Show Room**, an intimate theater that presents live performances just steps from the restaurants and shops.



Experience Snømarket | December 11-13

Plan your visit for December 11–13, 2026, when **Snømarket** brings Scandinavian holiday traditions to The Norwegian. The outdoor celebration transforms the back alley into a spirited winter gathering place with festive lights, artisan vendors, seasonal food, housemade glögg, hot chocolate and family-friendly activities. Sample Nordic treats such as lefse, warm your hands around a mug and shop for gifts you won't find at a big-box store.



Holiday Magic

in the Rockford Region

From holiday lights to festive performances and one-of-a-kind shopping, Rockford is full of ways to celebrate. Bring the family, gather your friends or make it a holiday weekend getaway.



Celebrate at Stroll on State

Kick off the season at **Stroll on State** on Saturday, November 28 from 2 to 9 p.m. This free celebration features a holiday parade with giant balloons, Santa visits, shopping, live entertainment, tree lighting, a drone show, and fireworks. New this year is an expanded festival in the newly renovated Davis Park in Downtown Rockford. Runners can kick off the festivities early by participating in **Dasher Dash**, a holiday-themed 5K beginning at noon.

Follow the Holiday Lights

Drive through **Festival of Lights at Sinnissippi Park,** starting November 27, a colorful annual display perfect for families. Visit **All Aglow at Nicholas Conservatory & Gardens**, where more than 500,000 LED lights sparkle outdoors beginning November 28. In December, **Illuminated at Anderson Japanese Gardens** offers glowing pathways and a quieter, beautiful winter experience.







Catch a Holiday Show

Head to the historic **Coronado Theatre** for **The Nutcracker** on December 5, **A Charlie Brown Christmas Live on Stage** on December 17, or the **Rockford Symphony Orchestra's Holiday Pops** on December 19–20. There's nothing like live music and theater to make the season special.

Raise a Holiday Glass

For a festive night out, try local favorites like **Rural on Tap** or **8th Ward Pub**, which have embraced the holidays with festive décor, seasonal cocktails and holiday pop-ups.

Shop Local, Gift Big

Browse holiday décor at **Urban Farmgirl,** find Rockford-inspired gifts at **Rockford Art Deli** or discover handmade treasures at local markets. Don't miss **Christmas at Klehm**, November 6–7, for festive shopping from unique vendors. Pick up local favorites and make gift-giving feel a little more personal.

Find more seasonal events and plan your visit at GoRockford.com/holidays.

scan to shop and view digital guide

Comfort & Joy

Softer slippers, a warm cup, and a little time to yourself. Give someone you love a reason to slow down— or find a few comforts for your own winter routine.

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Slippers - $44, Bath Soak - $19, Herbal Tea - $13, Hair & Body Mist - $32, Lavender & Sandalwood Pillow Mist - $24, Tinted Lip Balm - $14.95, Yuzu Blossom Single Wick Candle - $24, Self-care Master Plan - $12, Ruffle Socks - $14, Bath Towel - $46, Shampoo Bar $26, Conditioner Bar $26, Shampoo & Conditioner Bar Holder - $14, Cuticle Rose Oil Pen - $26, Dark Chocolate with Strawberry (Dairy Free) - $18, Blood Orange Mint Lip Balm - $9.95, Medicube Pdrn Collagen Wrinkle Set - $42, 11 11 Collection Discovery Set - $32, Cozy Cashmere Double Wick Candle - $34, Gold Metallic Baby Baggu Bag - $14, Cream and Black Polka Dot Large Cosmetic Bag - $46, Collagen Jelly Eye Mask - $3, Hair & Body Mist Gift Set - $35, Body Lotion - $28, Shower Steamer Set of 2 - $11.50, Cactus Soap - $14, Purse Spray Perfume - $36, Cactus Body Cream - $34, Pink Collagen Gel Mask - $6.50, Strawberry + Kinako Dark Milk Chocolate Bar - $19, Greeting Card - $6, Creme Brûlée ChocolateBar - $17, Hibiscus Cactus Body Polish - $32

The Best Things Are Already Out There

They just need to be discovered.

I've always believed that great style doesn't have an expiration date.

At Winnie Nutter Vintage, I personally select the clothing, accessories, and pieces from decades past that fill my North End shop. I'm drawn to interesting details, quality patterns, fabric, unexpected combinations, and clothing that still has plenty of life left to live.

I want Winnie Nutter to be a place where you feel comfortable exploring your own style, trying something different, and wearing whatever makes you happy.





Old Sweaters, New Mittens

One of my favorite holiday traditions is bringing back handmade mittens by my longtime friend, Sarah. She transforms secondhand sweaters into colorful, cozy mittens, giving good materials another chance to be worn and loved. She has added kid and toddler sizes this year!

This holiday season, I'd love for you to stop in, look around, and see what catches your eye.

– Hollie



Winnie Nutter VINTAGE

1410 N. Main Street
Rockford's North End



WEST SIDE SHOW ROOM

VAMPIRE LESBIANS of SODOM

by CHARLES BUSCH

the vampires are back!!!

DEC 17 – JAN 3

TICKETS
WSSR.ORG

The Norwegian Restaurant Invites you to our 8th Annual Snømarket

Every year, The Norwegian transforms their parking lot into a winter market for all to experience the cozy holiday season in Rockford's historic North End neighborhood.

When to Come

December 11, 3pm – 9pm
December 12, 3pm – 9pm
December 13, 11am – 4pm

Where to Park

Street parking is available in the residential areas surrounding 1402 N. Main St. in Rockford.

How to Dress

Bundle up in heavy coats, hats, mittens, and scarves; parkas also encouraged.

What to Expect

Snømarket is a festive outdoor event with custom-built Nordic houses, hot food, beverages like glögg and nog, sweets, fish-on-a-stick, and lots of holiday spirit. Many local vendors will be selling handmade gifts outside in the village and upstairs above the restaurant in The Norwegian Artist Lofts.



Bring the Whole Family!

Don't miss the free games (like our famous herring toss) and horse-drawn carriage ride through the Churchill's Grove neighborhood.

The Norwegian

Skål to all, and to all, a good night!

More information at thenorwegian.com

From spearheading Rockford's Plaid Friday celebration to creating fun What's in Helen's bag? videos and sharing weekly tips with a serious message, community journalist and former specialty retailer Helen Karakoudas Redfern is spotlighting the city's small independent stores to encourage spending that keeps more dollars working right here in town.

Many people are surprised to learn **locally owned businesses return more than three times as much money** to the local economy as chains and online retailers.

That's because **dollars spent in town** are more likely to circulate among local employees, local suppliers, local service professionals, and other local businesses.

Healthy small businesses **create the gathering places that make a community** feel connected, vibrant, and alive.

COMMUNITY OVER CONVENIENCE

Shop Local,
ROCKFORD!



Shop Local, Rockford!
is a nonprofit community education and awareness project that is a member of the American Independent Business Alliance, a national network which supports locally owned businesses and local economies.

Follow
Shop Local, Rockford!
on social media to turn everyday purchases into investments in Rockford.

@shoplocalrockford | Facebook: Shop Local, Rockford

THE OLYMPIC TAVERN



December 18 & 19
Winter Solstice Party
Annual Rare and Reserve Dark Beer Fest

Not Just A Special Occasion Place

Fresh House-made Pasta. Seasonal Menu Changes.
Locally Grown Ingredients.
Inventive Cocktails. Local Flavor.

Cellar seating is open for large party reservations & available to book for holiday parties

plumerockford.com

Plume





Gather Around Something Beautiful

Meet Picked by Rooted, the floral studio inside Rooted, your North End shop for gifts and home goods. We create fresh floral arrangements for life's everyday moments and special celebrations.

Our Grab & Go cooler is stocked year-round with flowers ready for a date night, recital, birthday, or a little pick-me-up for yourself. We also take custom orders and specialize in floral design for intimate weddings and events, creating everything from personal flowers and centerpieces to large arrangements and statement pieces.

For the season ahead, explore our Thanksgiving and holiday collections and preorder something beautiful for your table, your home, or someone you love.

Preorder at rootedrkfd.com
@pickedbyrooted



Picked by rooted

GIVE A GIFT TO YOUR

Neighborhood

THIS SEASON!



BIG GROVE BREWERY

OFFICIAL BREWERY OF SNØMARKET 2026

ENJOY RESPONSIBLY. © BIG GROVE BREWERY 2026, IOWA CITY, IA.



ROCKFORD NORTH END

Gift cards
are an easy way
to gift local love!











GIFTS THAT SHOW GRATITUDE

Thank your host for bringing everyone
together this holiday season

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Cactus Body Cream – $34, Letter Ornament – $18, Sea Salt Caramel Gift Box – $28, Wavy Serving Utensils – $40, Chili Flavored Olive Oil – $40, Matcha Strawberry Chocolate – $19, Toasted Caramel Syrup – $20