

QUALITY THAT LASTS:

How Picnic Time built success through craftsmanship and growth.

Discover how **Picnic Time's (asi/78065)** dedication to quality, creativity and partnership with ASI helped them expand from gift baskets to a family of brands in the promotional products industry.

A FAMILY OF BRANDS BUILT ON QUALITY

Picnic Time's story began more than 40 years ago with two friends, a deli and a dream. What started as a small Italian wine and cheese shop evolved into a thriving business when their holiday gift baskets became a running hit with customers. That success was the catalyst for shifting from retail to wholesale, laying the groundwork for the Picnic Time we know today.

The company now encompasses five distinct brands: Picnic Time, Oniva, Legacy, Toscana and Beach State. All rooted in a shared mission: to create products that bring people together.

"Our mission is to create quality products that bring people together to make lasting memories."

For Director of Sales Brandon Vasquez, that mission defines every product decision Picnic Time makes. "We want to give something that lasts, something that's still being talked about ten years later." This philosophy and their commitment to promo, drives the company's success across its family of brands, each designed to create moments that endure beyond the product itself.



FINDING A HOME IN PROMO

When Picnic Time discovered the promotional products industry in the early 2000s, it marked a pivotal turning point. After attending traditional gift shows for years, the team learned about ASI® and immediately saw an opportunity to expand their reach and connect with a new audience.

"We were doing gift shows, and someone told us about an ASI show. That's how we learned about [ASI], and we knew we had to be a member."

From their first ASI Show® to decades of ongoing membership, Picnic Time has leveraged ASI to strengthen its distributor relationships and visibility. **"The biggest benefit of being an ASI member is the reach to distributors,"** said Vasquez. "That's what we're here for; for ASI to bring us together and help people easily find our products through ESP®."

"ASI Membership is a must if you plan on seriously being a supplier to the promotional products industry."

Over the years, Picnic Time's partnership with ASI has been integral to its growth. From ESP listings and paid searches to ASI Shows, the tools have helped them connect, learn and stand out in a competitive space.

THE IMPORTANCE OF DOING IT RIGHT

No matter how beautiful a product looks, Vasquez says success in promo comes down to service and integrity.

"You could have the coolest item since sliced bread, but if you botch the delivery or the logo, they're not coming back."

That lesson was reinforced by a story that has become part of Picnic Time's legacy. Years ago, the company delivered 20,000 chairs, only to discover a small misprint in the logo. "We flew people out, hired 40 individuals, replaced all the chair backs and made it right," said Vasquez. "The distributor reordered immediately and still works with us today."

It was an expensive fix, but a priceless one for their reputation.

GROWTH THROUGH EVOLUTION

Picnic Time’s growth strategy has never been about selling more, it’s about building better. In 2017, they rebranded as the Picnic Time Family of Brands to give each collection its own identity and focus.

“Everyone thought we only did picnic baskets, which was maybe 5% of our business. Rebranding let us show that we were much more than that, and sales skyrocketed.”

PARTNERING FOR PROGRESS

As the company continues to grow, ASI remains a key partner in its success. Picnic Time uses ASI’s events, marketing tools and content to stay informed and connected to the industry.

“We do the Shows, fASIlitate, ASI ConneX™ events and stay educated through your reports and newsletters. It’s a way to learn, meet distributors and stay in the industry loop.”

For Vasquez, that ongoing education and visibility keep the brand strong. **“Without ASI, we wouldn’t have the same reach or exposure,”** he added. **“It’s truly a partnership.”**



THE ROAD AHEAD

The promotional products industry is evolving, and Picnic Time is evolving with it. For Vasquez, the most exciting change is how much more intentional the industry has become about authenticity and storytelling.

As consumers and distributors alike seek products with purpose, Picnic Time continues to lead with quality, values and connection – backed by the support of ASI.

With four decades of craftsmanship behind them and a commitment to excellence guiding every step, Picnic Time is proving that in promo, success isn’t about how much you make, it’s about how long it lasts.



“People care about the story behind the brand, the culture and what it stands for. That’s what makes promo meaningful.”

Explore how ASI can help your business grow like Picnic Time.

Explore Now

