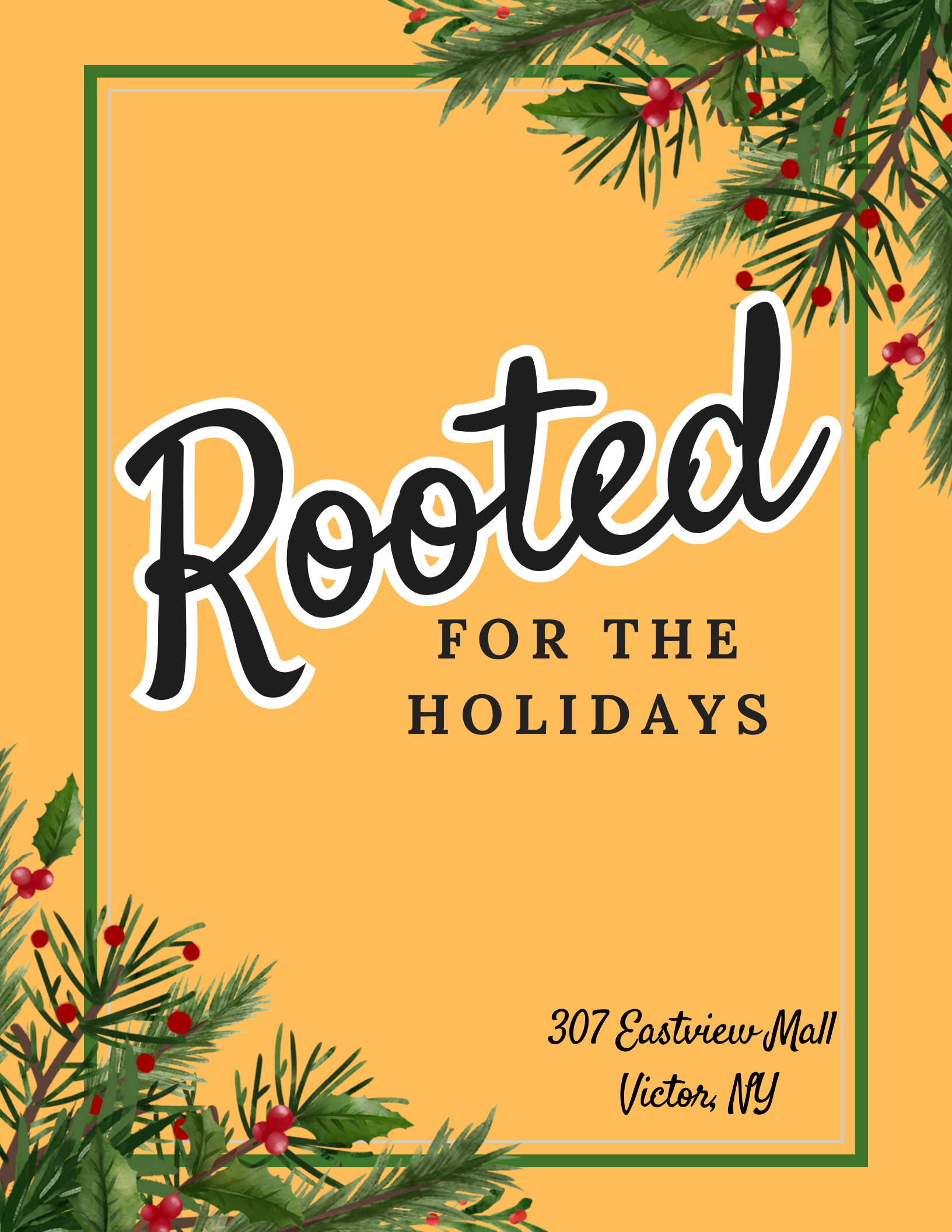




Rooted

FOR THE
HOLIDAYS

307 Eastview Mall
Victor, NY

Holiday Joy!



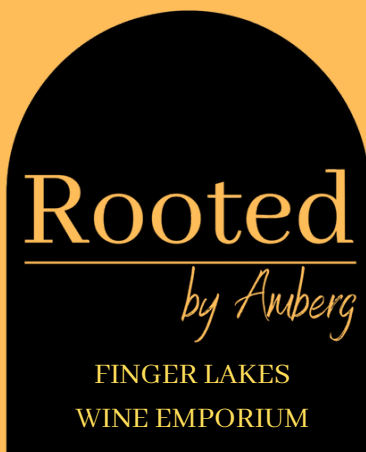
Ah, the nostalgia of flipping through the Sears and Roebuck "Look Book" while perched on Grandma's knee! Fast forward a few decades, and there were my twins, doing the same with my mom, Joy.

-Sandra Amberg, Owner

Come in and Sip for a while!

Discover the world of Rooted by Amberg, and our quirky family of brands!

Family-Tradition-Innovation



B.W. Keyes Mercantile



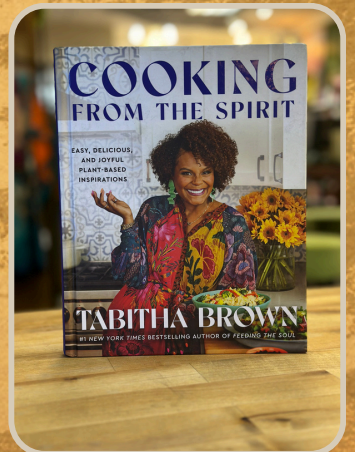
Step into our cozy mercantile corner and be transported back to yesteryear! Explore our beloved Comfort & Joy preserves, delightful baking mixes, essential pantry goods, captivating cookbooks, and everything Little House on the Prairie!



*Strong and
stylish gifts*



*For chefs and
foodies*



NOVEL THREADS

Our literature inspired clothing
boutique for the well read and the
fashionable

Sip and shop the annex, and see
what stories unfold...



*...tis. De
etiam. Eu
diam in. Mi ipsum
sodales neque sodale
vitae semper quis. In die
lorem sed risus ultricies t
unt nunc pulvinar sapien et.
lorem dolor. Vel fringilla est u*

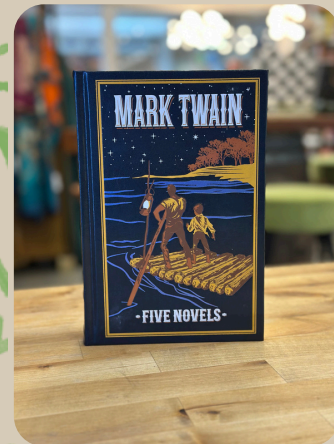
FASHION



TRAVEL



HISTORY



LITERATURE



**We celebrate Finger
Lakes wine and the
beverage industry as a
whole with our curated
gifts.**

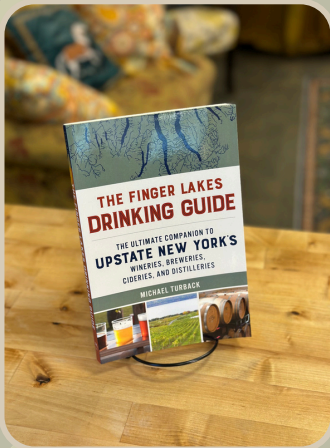
**From stem wear and cocktail glasses,
to a wide array of books of cocktail
recipes and wine knowledge, we have
something for every hobby mixologist
and aspiring wine maker.**

Rooted

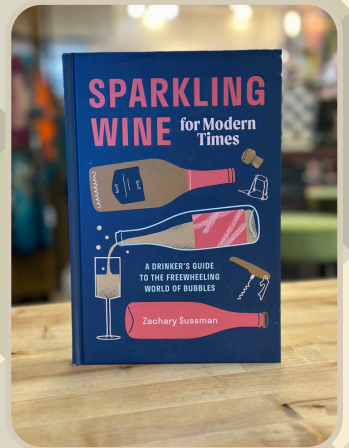




*For cocktail
and wine
lovers*



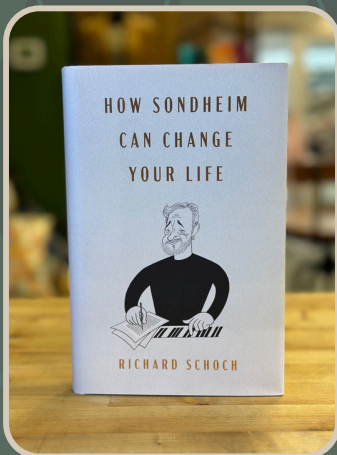
*For hosts
with the
most*



Visit our Retro Revival room for lots of
groovy goods with a TV Land twist!
From The Brady Bunch to Gilmore Girls,
we have nostalgic goods for all ages!
(And don't forget our vintage candy shop!)



retro
lovers



theater
fans

