

### **Especially the comfortable "Rock`n`Roll"-Jeans are a big hit.**

Americana is also always the place where you can discover news and interesting things at the fair. At "Gomeier`s World Of Saddles" the jeans were a big hit. Nici Gomeier: "Especially two models are in demand. For example the "Miss Me" and the especially comfortable "Rock`n`Roll" with a higher hip cut. But also the halter and the Five Star pads go away like bread rolls." Her impression is that the trend back to colorful equipment and clothing is clearly recognizable.

### **New hot sauces stimulate the senses**

A special stand and a must for the insiders of Americana is the sauce stand of American Heritage. Two bestsellers are crystallizing this year: the Garlic Rosemary Citrus Sauce for white meat and the Maple Chipotle Grille Sauce for steaks. New to the range are hot sauces from more hot to "really hot" hot. The Augsburg located company imports all sauces from the USA.

### **Americana helper jackets again from Old Sorrel**

Old Sorrel Western Sports Apparel is once again the outfitter for the Americana helper team. The sweatshirt jackets and caps are proudly worn by the helpers. Of course, Americana jackets in a different design are also available for visitors at the stand. And not only that: equipment bags for the tournament box, sweat blankets and traditionally a wide selection of jackets. This year the colours berry and petrol are particularly in demand.

### **Glitter always goes**

"Cowboy Headquarters" brought new boots from the USA especially for the Americana. The special design with the openings on the shaft side is immediately noticeable. At this stand glitter is very much in demand ("glitter always works"), although otherwise the natural colours are more likely to go over the counter.