

## hook &amp; go

Maximize trips to the farmers' market with a new twist on shopping convenience

Years ago, when Bobby Winston debuted the Hook & Go in San Francisco's bustling Ferry Building, market-goers were captivated. When supplies couldn't meet demand, Winston bought the patent from Vancouver-based designer John Hook and outsourced production. "Word of mouth has been the best form of advertising," says Winston. "The product really sells itself." Recently, Sur La Table signed on as a distributor. How did they find out about this unique shopping contraption?

Through the grapevine, of course. 48x24x22½ inches. \$60; 800-243-0852; [surlatable.com](http://surlatable.com) —DIANE CHANG

**WE'RE HOOKED/**

Organize and smush-proof purchases. Sort them into different bags and hang them on any of the eight hooks.

**THE RIGHT SIZE/**

When you aren't wheeling loads of goodies home, fold up your cart and store it away. It collapses like a tripod to save space.

**LIGHT AS A FEATHER/**

This baby holds up to 70 pounds and can be pushed or pulled easily. The ergonomic tilt takes pressure off of your wrists, and the wheels are designed to glide over bumpy roads. Need a snack break? The rubber stopper puts the brakes on your cart.

