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Pawhuska with The Pioneer Woman Mercantile.

Since fall 2016, more than 900,000 visitors have traveled to **The Pioneer Woman Mercantile** in Pawhuska. The reason so many people have made the pilgrimage to this small northeastern Oklahoma town is twofold. The deli serves a cross-section of Ree Drummond's best recipes—crunchy croissant French toast, white spinach lasagna, and prune cake, just to name a few. And on the other side of the mercantile are 7,400 square feet of clothing, candles, toys, cookbooks, and a mind-boggling number of kitchen and table accessories, 532 Kihekah Avenue in Pawhuska, themercantile.com.