

HOMEWORLD®

B U S I N E S S

INSIDE



Kitchen Electrics

Zojirushi teams with Sanrio on Hello Kitty housewares. **Page 6**

“This is only a break in the retail industry, so once the doors open back up, retailers need to have the proper products and information to help them get back on their feet.”

—Chris Boyd,
Lodge Cast Iron
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Cook & Bake

Le Creuset adds Licorice, Stone to cookware color palette.

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2020 **Home Beverage** Report



Hot & Cold

Indulgence, Wellness Fuel Stay-At-Home Beverage Craft

NEW YORK— Coffee remains one of the strongest drivers in the housewares industry as consumers continue to recreate their favorite coffee shop beverages in the home.

At the heart of this trend is craft coffee, as consumers take the time to learn the craft of making specialty drinks such as espresso, lattes, flat whites and macchiatos. For many housewares vendors in the manual coffee category, it has become clear that consumers that drink coffee are becoming more interested in the over-

all coffee experience— from beans to brew to taste— than ever before.

Here, in the Home Beverage Report 2020, we take a closer look at how suppliers of coffeemakers, within both the small electric and manual categories, are applying consumer consumption trends to boost the category. The report also examines the growth of the electric kettle category; the healthy living position of blenders and juicers; and hydration beverageware’s sustainability focus.

HOME BEVERAGE REPORT, PAGE 15

Housewares Weighs Business Conditions Amid Pandemic

By MIKE DUFF
Executive Editor

NEW YORK— The effects of the COVID-19 pandemic in the U.S. seems to take on new dimensions daily. However, with a greater sense of what’s needed in response to the crisis, and at least some feeling that it is beginning to peak in the initial hot zones, one inevitably must turn to what happens when the disruption ends and what may or may not guide actions.

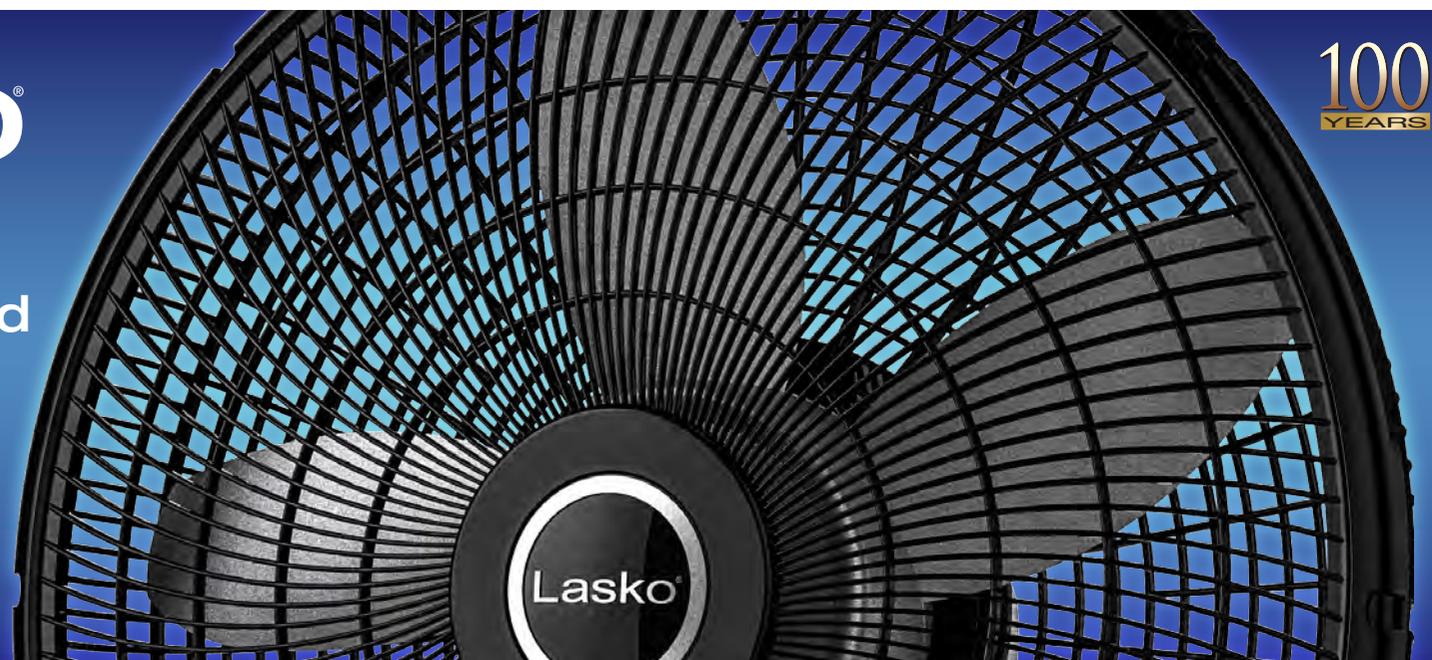
The change from initial response to more considered action has taken place at Amazon, which, in mid-March, informed vendors that it would temporarily close its fulfillment centers to incoming products other than household staples, medical supplies and related high-demand needs.

On March 27, Amazon began informing *continued on page 42*

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Coffee remains one of strongest drivers in housewares as consumers continue to recreate their favorite coffee shop beverages in the home. The report also examines the growth of the electric kettle category; the healthy living position of blenders and juicers; and hydration beverageware's sustainability focus.

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Zojirushi Teams With Sanrio To Launch Hello Kitty Housewares

BY DONNA BOYLE SCHWARTZ
Contributing Editor

TORRANCE, CA— Zojirushi is bringing pop culture icon “Hello Kitty” to life in partnership with global lifestyle brand Sanrio. The collaboration represents the first licensed collection in Zojirushi’s history and will encompass some of the supplier’s signature products, including an automatic rice cooker and stainless steel mugs.

The Hello Kitty Limited Edition Collection will be available at selected retailers nationwide and online beginning July 1, 2020. The joint effort is the first of its kind for Zojirushi America, which has been supplying kitchen appliances and drinkware to the U.S. market for 30 years; the parent company has been a leading supplier in Japan for more than 100 years.

“Zojirushi has been nourishing people’s bodies and souls since 1918 and the beloved Sanrio brand has been warming people’s hearts for 60 years,” said Tatsu Yamasaki, Zojirushi president and chief executive. “This collaboration of two historic brands from Japan made sense for us. It allows us to expand our reach, challenged us to step outside our norm and create a new demographic of consumers.”

Marilyn Matsuba, marketing manager for Zojirushi America, added, “This is our first time with a licensed collection. We had been approached by Sanrio on multiple occasions, and the timing hadn’t been right. The opportunity presented itself again, and the executives agreed that with Sanrio’s monumental anniversaries, and Zojirushi’s history in consumer products, it was a good time to partner and expand our brand awareness within the Sanrio fan base. While Zojirushi and Sanrio have a lot in common, they have a different audience that we wanted to reach out to with this new collection.”

Craig Takiguchi, chief operating officer and head of business development at Sanrio, said, “Sanrio and Zojirushi not only share Japanese heritage; together, we stand committed to developing quality goods and memorable experiences. We’re so excited Hello Kitty can be part of our consumers’ everyday lives through these premium product offerings.”

In addition to the beloved Hello Kitty figure, Sanrio is home to many other character brands including Chococat, My Melody, Badtz-Maru, Keroppi, Gudetama and Aggretsuko. The company was founded on a “small gift, big smile”

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Zojirushi’s Hello Kitty licensed line includes thermal beverage ware as well as small electrics.

Ikea Elevates Sustainability Strategies

BY MIKE DUFF
Executive Editor

CONSHOHOCKEN, PA— Although other, more immediate concerns are dominating retail and the household products industry right now, sustainability is a critical issue in housewares and home furnishings, one in which Ikea has taken a leadership position that it continues to advance with new approaches and initiatives that address deepening consumer environmental concerns.

Last year, the Ingka Group, parent of Ikea Retail, began a reconstitution of the business that made sustainability the company’s core value.

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Watch For Answers To Unanswerable Questions

CALLS HAVE BEEN streaming in from industry executives seeking answers to questions that can't be answered yet amid so much uncertainty.

What's past is often prologue in predicting how behavior could be changed by a coronavirus crisis with no clear end in sight.



Societal Catalysts

Some might apply the aftermath of 9/11 and the Great Recession to calculations on how consumers will live, work, play and shop after the pandemic eases and the world opens up again. Every societal catalyst, however, presents distinct markers when it comes to re-shaping consumer behavior. And we simply don't know which recent shifts in mindset and practice will develop into enduring routine.

We can start to look elsewhere for anecdotal guidance on what could be next here for many retailers. As China, for example, enters the second phase of COVID-19 and begins to unlock its doors, consumers there unsurprisingly are skittish about in-store shopping. Such aversion foreshadows the urgency for U.S. stores to implement more contactless options for consumers seeking to keep their social distance while shopping.

The concept of consumer as king, already a prevailing mantra in the e-commerce age, will assume even more consequence as consumers reveal their post-COVID shopping patterns.

Retailers and vendors who can't present deeply data-driven and responsively personalized omnichannel experiences—

as much as that further pressures inventory planning and supply chains—might become more endangered.

Silver Lining

If there is a silver lining to these darkest of clouds, it is the reemphasis on home and family that has bloomed during stay-at-home restrictions and promises to carry over into a longer-term mainstream.

The crisis has amplified a zeal for cooking, cleaning and wellness that should endure. And expect a lasting work-from-home boom as more businesses refine remote productivity while reducing costs of office space.

This all lands on the sweet spot of the home and housewares business.

Kitchen electrics. Cookware and tools. Storage solutions. Home office desks and accessories. Home soda makers. Water filters. Air purifiers.

Comfort appliances. Grooming tools. These are among many more home products that surged at the beginning of the outbreak and should see sustained demand when U.S. retail reopens on a widescale basis.

Comforting Warmth

There is some comforting warmth amid the chilling negativity in the resurgence of breakfast in American households as families rediscover the virtues of starting each day together at the kitchen table.

The change in consumer behavior is a fluid situation. Expect mindsets and practices to evolve from a focus on the home as a fortress, where self-protection is a prime motivator, to one of the home as an oasis, where enjoying life is the main objective.

This is the time to watch and listen to consumers very closely. They will answer today's unanswerable questions.

EDITOR-IN-CHIEF

Working From Home?

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The collage features several covers of HomeWorld Business magazine. The central cover is the April 20, 2020 issue, featuring a '2020 Home Beverage Report' with a 'Hot & Cold' theme. Other articles on the cover include 'Housewares Weighs Business Conditions Amid Pandemic' and 'Indulgence, Wellness Fuel Stay-At-Home Beverage Craft'. A sidebar on the right lists 'Kitchen Electrics' and 'Cook & Bake'. Below the magazine covers is a Lasko advertisement for a 'Trusted Consumer Brand' fan, with the Lasko logo and website URL.

Kitchen Electrics



Zojirushi's limited edition Hello Kitty automatic rice cooker and warmer with gold graphics.

Zojirushi Teams With Sanrio To Launch Hello Kitty Housewares

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philosophy, meaning that a small gift can bring happiness and friendship to people of all ages. Sanrio products are available in more than 130 countries and in retail locations including department, specialty, national chain retailers and Sanrio boutique stores.

The Hello Kitty Limited Edition is exclusive to the U.S. and Canada, with

a never-before-seen Hello Kitty pattern designed specifically for Zojirushi. The product launch coincides with Sanrio's 60th anniversary, and both companies will support the new initiative with special marketing programs to boost the brands.

"We will be working together to reach media, influencers as well as consumers, but mostly digital at this time,"

said Matsuba. "Unfortunately with the COVID-19 pandemic, we're not sure if any of the live events can happen."

In spite of the global pandemic, Matsuba said the July launch date should go as planned. "We do not foresee any supply chain disruptions at this time; only some issues on the marketing side in terms of planning launch events or consumer events," she noted.

The new limited edition automatic rice cooker and warmer will feature special gold Hello Kitty graphics on a white machine. The cooker has a 5.5-cup capacity and numerous special features, including easy one-touch operation; automatic keep warm when cooking is done functionality; a detachable and washable inner lid; detachable power cord; hinged lock tight lid with push-button release; and an easy-to-clean non-stick inner cooking pan. Accessories include a measuring cup, spatula and spatula holder; the suggested retail price is \$203.

Also part of the collection is a stainless steel mug, offered in white/gold and black/gold color combinations. Known for its vacuum insulation technology, the Zojirushi mugs pay homage to Sanrio's Hello Kitty icon. The 16-ounce capacity mug is made of high-quality 18/8 stainless steel, with a lightweight and compact design. The lid lock prevents accidental leaks or spills, and the lid is vented so the beverage flows smoothly. The mug is made of BPA-free plastic and a non-stick coated interior makes the mug easier to clean; the suggested retail price is \$52. **HWB**

Kalorik's Maxx air fryer oven features a 26-quart capacity.



Kalorik Broadens Air Fryer Assortment

MIAMI GARDENS, FL— Kalorik is capitalizing on its technological and manufacturing expertise, offering an array of new appliances that combine multi-functionality and smart capabilities. The company has also partnered with a renowned artist to launch a new kitchen electrics collection.

"We continue to see the growth in the air fryer trend, in particular for larger air fryer ovens," said Kim Misrahi, brand and marketing manager, Kalorik. "Consumers seek multi-functionality, speed and smart technology. We've developed our new Kalorik Maxx Air Fryer Oven with innovative Turbo Maxx technology to cook 25% to 30% faster than leading air fryer ovens, and with

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FAR LEFT: DeLonghi's Stilos coffee machine with advanced milk frother.

LEFT: DeLonghi's LaSpecialista espresso machine.

BELOW: The Dinamica cappuccino machine can craft a range of specialty drinks.

DeLonghi Capitalizes On Coffee With Wave Of New Machines

UPPER SADDLE RIVER, NJ— DeLonghi America is capitalizing on the continuing coffee craze with a high-end assortment of new machines created especially for the passionate espresso and coffee drinker. The company also is unveiling a selection of new air fryers.

The DeLonghi LaSpecialista is an elegantly designed, professionally-inspired espresso machine that enables users to precisely handcraft espresso beverages. The unit provides upscale functions, including active temperature controls, dual heating system, sensor grinding technology, smart tampering and an advanced latte system.

The company also is spotlighting an All-In-One Combination unit that is capable of brewing two drinks at once, including regular coffee on one side and espresso drinks on the other. The digital touch screen makes the machine easy to use, while the patented Flavor Savor Brew System extracts maximum flavor and aroma for a robust and rich coffee experience, the company said. The 2-in-1 Crema Filter Holder can accommodate both pods and ground coffee.

Another featured coffee machine is the Stilos, which has a 15-Bar Italian Pump that creates the optimal pressure to extract a single or double espresso according to espresso brewing standards. The unit includes a Professional Portafilter with a special design for a better grip and a separate tamper set up. The advanced milk frother mixes steam and milk to create a rich, creamy froth for evenly textured lattes and cappuccinos.

DeLonghi is introducing a sleek and compact automatic bean-to-cup espresso machine, the Dinamica

ica Cappuccino, which can craft a latte, espresso, cappuccino, drip style coffee, cafe latté and True-Brew Over Ice. An integrated Latte Crema System automatic frother allows the user to create rich, long-lasting foam with soy, almond, rice or cow's milk. The Dinamica features an adjustable steel burr grinder with 13 settings to control the grind and strength; a "My Menu" button helps users to customize favorite drinks; additional beverages can also be accessed quickly and easily via the drink menu button.

The company is also spotlighting two new air fryers: the Rapid Crisp Air Fryer with 360-degree view features a surround viewing window with 360-degree visibility inside, eliminating the need to disturb the cooking process, while a durable hinged lid allows for simple, one hand use to remove the non-stick, 5-quart bowl. The Rapid Crisp uses Duo Heat technology to cook and crisp food faster.

The Rapid Crisp Analog Air Fryer is a 4-quart model with a cooking capacity of up to 2.2 pounds, and includes a viewing window. This unit also uses Duo Heat technology, a combination of radiant and convection heat. It features a lightweight pan, removable lid, and non-stick, anti-scratch bowl; suggested retail price is \$149.95. **HWB**

An All-in-One Combination unit can brew both espresso and regular coffee at once.



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Fiesta Rebranding Sets Stage For Expansion Of Retail Business

BY LAUREN DEBELLIS
Senior Editor

NEWELL, WV— As Fiesta Dinnerware, a division of Homer Laughlin, rebrands itself as The Fiesta Tableware Company, the company is entering a new phase, one that enables it to redouble its efforts on its retail business.

The rebrand comes on the heels of the recent acquisition of the former Homer Laughlin China Company food service operations by Steelite International, a British company. The company said the existing Fiesta retail business is not part of the sale and the acquisition does not have any effect on the Fiesta brand.

“Fiesta Tabletop as a company, now more than ever, will benefit from the acquisition of Homer Laughlin China and Hall China brands food service distribution by Steelite. The acquisition opens added production, reduced lead times and flexibility to focus on expanded creative goals within the retail market-

place,” said Rich Brinkman, vp/sales and marketing, Fiesta Tableware Company.

The Fiesta Tableware Company will continue to operate in Newell, as a retail-only tabletop and giftware manufacturer. In addition to the Fiesta brand, The Fiesta Tableware Company also will manufacture and sell other tableware designs to the retail market.

Brinkman noted that giftware and décor items will now gain greater focus, as the company has found the category has created positive incremental sales within its current mix the last few years.

“Going forward as a manufacturer and marketer, The Fiesta Tableware Company will be in a uniquely better position to address both singular and broader diverse opportunities. These are efforts that will allow us to polarize our efforts toward a singular direction versus the diverse needs of two industries,” said Brinkman.

Brinkman said the company is now poised to exploit new opportunities for

growth in the marketplace, such as a focus on its Made in the USA projects, as well as to further develop its private label and OEM programs. He said the company also hopes to offer more exclusive pieces to its retail partners, provide a more robust product assortment to its entire retail customer base, seek out new retail partners and expand its relationships with existing retail and OEM partners.

Brinkman said the new exclusive focus on retail products frees up much needed production time to answer previous challenges in special retail markets.

While the company does plan to continue to partner with Steelite by producing some products for them for a transition period as their capabilities ramp up, Fiesta Tableware Company will also now be able to explore other partnerships and programs.

Earlier this year, for example, the company partnered with Nora Fleming, a collectible gift and tableware manufacturer, on an exclusive platter with a mini figurine designed by Nora Fleming.

“Joint venture relationships, such as the one with Nora Fleming, have proven for both partners to be a labor of love, fun and are ultimately explosive in the market. During the rollout in Atlanta this January, Nora Fleming and Fiesta experienced two highly motivated collectible groups come together with similar interests for entertaining and vivid color. We are still seeing the two collector groups evolving harmoniously,” he said.

The exclusive platter includes the Nora Fleming-designed mini Dancing Lady figurine that features several Fiesta Dinnerware colors on the tiers of the dress including Scarlet, Poppy, Daffodil, Meadow, Lapis and Mulberry. The mini fits in a hole on the wide rim of the platter and can be switched out with other minis in the Nora Fleming collection.

As for future partnerships, Brinkman said, Fiesta is currently in discussion for potential options with other well-known vendors within the home and gift category. **HWB**



Villeroy & Boch Styles New Tableware Collections

MONROE TOWNSHIP, NJ— Villeroy & Boch has rolled out several new tableware introductions, with collections designed to fit a variety of styles from retro modern, to earthy, classic and eclectic.

The La Boule tableware is a set of seven pieces with service for two that nestle in a sculptural orb or globe, as its name implies. The set includes two bowls, four dinner plates and a serving platter, and is designed to be used for dining or when not in use, to be stacked and set out as décor.

Another highlight of Villeroy & Boch's latest collections is New Moon, which includes porcelain dinnerware, crystal glassware and stainless steel flatware. Inspired by astrology, New Moon table pieces take their shape inspiration from the various phases of the moon and feature a bold and unique crescent-shape, asymmetrical design.

The pieces are made of a shiny, glazed premium porcelain and are available in six different plates, coffee cups, espresso cups and mugs, with and without handles, and matching saucers. There are also six bowls, from small dip bowls to large salad bowls, all of which can be used for various purposes and stacking. A large, round serving plate is also included. **HWB**



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Kitchen Prep

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Rabbit has updated and expanded its line of bar tools with a craft cocktail kit.

Rabbit Expands Craft Cocktail-Making Tool Assortment

BY LAUREN DEBELLIS
Senior Editor

GARDEN CITY, NY— As consumers are hosting virtual cocktail parties, Rabbit, a division of Lifetime Brands, is giving its latest line of bar tools a modern update, such as adding easier-to-maintain silicone.

The barware assortment includes the new six-piece Craft Cocktail Kit featuring a silicone strainer, stainless steel jigger, garnish tool, wooden muddler and reamer, cocktail spin spoon and mixing glass. Several of the bar tools are also sold separately, along with a new cocktail shaker and electric corkscrew.

“Our goal was to design a line of bar tools that made it easy to craft a wide range of cocktails at home. We brought in bartenders from the Seattle area to make sure these tools were influenced by professionals but also easy to use for everyone. Each tool takes a new, innovative approach to the function it’s meant to achieve combined with Rabbit’s modern aesthetic and commitment to quality,” said BJ Stein, Rabbit & Chef’n division president, Lifetime Brands.

The new line is a reflection of the consumer shift in elevating their cocktail making skills at home, as well as introducing them to enhanced functionality to problem solve common issues when

trying new cocktail recipes.

“We started this project by making lots of cocktails and identifying issues during the process. Cocktails can be confusing, messy, sticky, time consuming, and require a fair number of tools. We designed a cohesive set of tools that addressed all of these issues in a modern way,” said Stein.

Highlights include the new silicone strainer and jigger. The strainer fits most cocktail mixing glasses and rests at an angle in the glass for comfortable pouring, while the jigger includes precise measurements and nests within the strainer for storage.

The new multi-use garnish tool is crafted to help the user create garnishes for their cocktails with the channel knife, peeler or zester, while a new cocktail spoon features a rotating handle that allows the spoon to naturally follow the contour of a glass while stirring.

The wooden muddler and reamer is designed for use while prepping cocktails that call for fresh herbs or fruit. The tool is made of acacia wood and has a rounded base for muddling ingredients. The opposite end features a built-in citrus reamer, tucked away with a cap.

Rabbit’s latest cocktail shaker features a locking lid that creates a leak free seal, and is easy to open, whether it is wet or cold. It also includes an integrated strainer and a jigger for measuring. The new double wall stainless steel vessel is also designed to keep hands warm and drinks cold. **HWB**



Epoca has rolled out Primula food storage jars in several colors.

Epoca Brings Food Storage Jars To Primula Brand

BOCA RATON, FL— With a focus on reusable home goods, Primula, a brand of Epoca, has launched a new food storage line and is expanding its hydration assortment this season. The products come at a time where many consumers will be seeking out essentials for the home that will support their increased cooking preferences.

Primula has rolled out double wall, vacuum-insulated stainless steel food storage jars. The new jars are designed to keep foods hot or cold and come with a handle. The jars are available in a variety of colors including yellow, coral, white and green. The company

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Stay-At-Home Lifestyles Fuel Craft Coffee Experience

NEW YORK— Coffee remains one of strongest drivers in the housewares industry as consumers continue to recreate their favorite coffee shop beverages in the home.

At the heart of this trend is craft coffee, as consumers take the time to learn the craft of making specialty drinks such as espresso, lattes, flat whites and macchiatos. Cold brew too has risen in popularity as consumers increasingly prefer the iced drink year round.

The increase in the number of people that prefer to make their own craft and specialty coffee at home has led many to purchase more than one type of coffeemaker. Some may prefer to utilize their automatic drip or electric single-serve brewers during the hectic weekdays, while on the weekends, they are slowing down to enjoy the experience and longer process of making manual French press or pour over coffees.

While manual coffeemakers tap into the specialty experience, the trend for multiple coffee-makers in the home has led to growth among small appliance vendors to offer automatic brewers that can achieve their favorite specialty beverages. Several vendors have implemented functionalities beyond brewing espresso, but also enabling consumers to brew flat white, lattes and even pour over coffee.

As consumers pay more attention to their coffees and take the time to enhance their brewing skills, they are also paying attention to the beans they are grinding, often willing to spend more on a certain varietal to help them achieve the preferred taste that they perhaps have grown accustomed to from their local coffee shop. This shift has spurred small electrics suppliers to enhance their brewing technology, and sometimes built-in grinding functionality, so consumers can get the most out of their at-home brewing experience.

Here, in the Home Beverage Report 2020, we take a closer look at how suppliers of coffeemakers, within both the small electric and manual categories, are applying consumer consumption trends to boost the category. The report also examines the growth of the electric kettle category; the healthy living position of blenders and juicers; and hydration beverageware's sustainability focus.



DeLonghi's La Specialista machine highlights the craft coffee experience.

Coffee Culture Creates Specialty Brew Demand

By Donna Boyle Schwartz
Contributing Editor

NEW YORK— Coffee is hot! Americans can't get enough of their morning cup of joe, and renewed emphasis on specialty and craft coffees is fueling product and marketing innovations at every level of the market.

Growth is particularly strong in products that offer a combination of customizable features and specialty brews, including machines that can help consumers craft their own espressos, lattes, cappuccinos, as well as the more esoteric-but-growing flat whites and cortados.

Virtually all appliances in the coffee category registered increases. "Coffee is up across the board for 2019," reported Joe Derochowski, home industry advisor for The NPD Group. "Sales of single-serve coffee makers were up

7%; espresso makers increased 9%; milk frothers grew 94%; grinders were up 2%— all of this proving that the consumer need and demand is there."

"Coffee is the number one thing we as consumers do in the morning," Derochowski added. "Coffee consumption increases as you age, and because we have an aging population, coffee consumption is up. Also, at home coffee consumption increases at key life stages— when you get married, move into your first home, become an empty-nester. Coffee consumption also has been growing away from home among all segments of the population, although this has taken a downturn due to the current health crisis."

The largest factor driving sales in the coffee category is taste, especially gourmet, specialty and flavored coffees that consumers have been purchasing at local cafés. Suppliers of high-end brewing appliances have been in the vanguard of creating the coffee shop experience for home users. This technology is being adopted by appliance manufacturers for the mainstream market.

"Taste is the key," said Derochowski. "Taste is what has been driving the sales of coffee purchased away from home, because of all the flavorings and specialty

continued on page 4A

Manual Makers Give Consumers A Taste Of Gourmet

By Lauren DeBellis
Senior Editor

NEW YORK— Coffee and the exploration of its taste, various brewing methods and style of drinks, remains one of the most popular cultural trends that drives consumer preferences.

According to the National Coffee Association's 2019 National Coffee Data Trends report, 63% of American adults drink coffee daily. The report revealed that new consumer values have changed the game for coffee and

the industry overall is adapting by embracing innovation and transparency.

For many housewares vendors in the manual coffee category, it has become clear that consumers that drink coffee are becoming more interested in the overall coffee experience— from beans to brew to taste— than ever before.

"Consumers are taking the time to understand each brewing method and to perfect each brew style to their liking," said Daniel Harrington, product manager, cookware/coffee, Bradshaw Home, which distributes

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Planetary Design's updated BruTek French press is for consumers on-the-go.



Braun's MultiServe brewer serves up multiple sizes and multiple brew styles.

Specialty Coffee

continued from page 3A

blends. Consumers want to replicate that taste as best they can in home brewing. The technology being introduced in appliances is making it easier and faster to create great-tasting coffee, including flavored and specialty coffees. Appliance manufacturers have done a nice job of innovating to help consumers achieve the taste and customization that they want in their coffee at home."

Suppliers of high-end appliances are pioneering new features to help consumers take home coffee to new heights, including one-touch and smart applications.

Jura, for instance, allows consumers to easily craft gourmet coffee at home with the ENA 8, a one-cup automatic coffee machine that offers 10 one-touch, freshly-ground specialty coffees; and the GIGA 6, a top-of-the-line coffee machine that offers 28 one-

touch specialties. In accessories, Jura features the Capresso Froth Select, an automatic milk frother that can prepare café quality frothed milk for cappuccinos, lattes, flat whites and other specialties, plus frothy hot chocolate.

"We've seen a steady increase in interest in specialty coffee for years, and now with most Americans staying at home, demand for home machines has dramatically increased," said David Shull, Jura evp/marketing and communications. "If you used to get coffee specialties at a coffee shop, your office or a restaurant, you now want that same experience every morning in your kitchen."

"This layers on top of pre-existing demand growth," Shull added. "Consumers have become more sophisticated in their coffee tastes. Your favorite coffee specialty can be a dependable daily treat, or if you choose, you can experiment with new coffee-based beverages every day, given the many recipes and taste variations available."

DeLonghi is highlighting several up-scale models designed to make it easy

for consumers to create craft coffees at home. The Dinamica with Latte Crema features an integrated grinder, automatic milk frothing, 18 espresso and specialty coffee recipes, and LCD display; the La Specialista unit is marketed as a "hand-crafted experience."

"Specialty coffee has been the most important consumer trend shaping the entire coffee culture," said DeLonghi's Doug Parkinson, category manager, coffee. "Consumers are increasingly more knowledgeable about not just the raw ingredients, but also in the preparation methods. Espresso and espresso-based drinks are some of the most popular beverages ordered out of the home, so it's only natural that people are looking for ways to bring the experience home. Lattes and cappuccinos are the number two and number three most popular coffee beverages in the U.S., just behind traditional drip coffee, so the demand for espresso is already there. It's really the home experience that is just now in the early stages."

DeLonghi's Braun division is spotlighting the Braun MultiServe, offering seven different brew sizes and four different brew styles.

"We continue to see coffee as a major part of daily routines in North America; the majority of that coffee is still consumed at home," said Braun category manager Jennifer Thomas. "We continue to see the growth in coffee culture and interest in high quality premium coffee. We also see market growth in machines with multiple uses. Many households today have both a single-serve brewer and a traditional drip machine with a carafe on their counter. The Braun MultiServe

machine will allow them to do both with just one machine."

Cuisinart is offering two new Espresso Defined machines, both fully programmable for a customized brewing experience. The EM25 makes single and double espresso, cappuccino, lattes and steamed milk; and the EM15 brews professional quality single and double espresso.

"Cuisinart has a strong presence in the coffee category across the board," said Mary Rodgers, director of marketing communications, Cuisinart. "These new Cuisinart espresso makers fill the need for growth we've seen in the consumption of gourmet coffee beverages, especially in the espresso category where it is at an all-time high."

Some suppliers are integrating smart technology: Hamilton Beach features a Smart 12-cup coffee maker controlled by voice or the Alexa app; and a new single-serve Wi-Fi-connected FlexBrew coffee maker that is integrated with Amazon Dash Replenishment to automatically reorder single-serve coffee packs.

Made By Gather is spotlighting specialty craft coffee as well with its new 8-cup pour over coffee maker, 8-cup French press and 6-cup moka maker units.

"The third-wave coffee movement has reached the small appliance market due to an increased demand for craft coffee on demand, made in the comfort of the consumer's home," said Lisa Mac Innis, director of product development, Made By Gather. "As information about craft coffee techniques has become more widely available, more people are interested in and empowered to create that same café experience at home." **RWB**



FROM LEFT: Made By Gather spotlights craft coffee with its Brim pour over coffee maker.

Cuisinart's Espresso Defined line offers customized brewing.

Jura's ENA 8 features 10 one-touch specialty coffees.

Upgrading a Category from the Inside Out



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Thermal Coffee Center SS-20



Premium Single Serve SS-10



Compact Single Serve SS-5



Luigi Bormioli's Thermic pour-over coffeemaker capitalizes on the craft coffee trend.

Manual Coffee

continued from page 3A

the Bialetti brand of manual coffeemakers in the U.S.

In addition, the company said that Millennials are the driving force behind the popularity of the segment, as these consumers are taking the time to educate themselves on proper brewing techniques, which then allows them to expand their knowledge in the craft coffee category.

"Their influence is impacting traditional coffee drinkers, specifically as those people search for a better cup of coffee," Harrington added.

Jess Nepstad, CEO of Planetary Design, a manufacturer of manual coffee brewers, noted, "Among avid coffee enthusiasts, it has become clear that today's consumers have a much higher level of expertise and interest in coffee and they want to personalize it and have hands-on involvement. This trend goes beyond the coffeemakers, they want to know where the beans they are using are roasted comes from, as well as the flavor profile and roast level. Because then once they purchase that coffee, it becomes more personal as they make it."

This interest in coffee knowledge has also given rise to the craft coffee trend that the industry has witnessed steadily growing in the last five years. Craft coffee has spurred a boost in sales, especially when it comes to manual coffeemakers.

According to NPD research, for the year ending 2019, sales of non-electric coffee presses were up 6%, while non-electric pour-overs were up 53%.

Pour-over coffeemakers are gaining and are forecasted to continue to do so in 2020 and beyond. Consumers enjoy the convenience they offer to those that simply want one or two good tasting cups of coffee and appreciate the science and skill behind the process.

"We at Bialetti see the pour-over coffee product segments continuing to grow on par with the craft coffee trend. This style of coffee making is one example that gives consumers more control of the entire brewing process from start to end, from the coarseness and type of grounds to the precise application and amount of hot water added," said Harrington.

The company has debuted the Bialetti Ceramic Pour-Over Coffee Carafe, which is available in Classic Blue, a nod to the Pantone color of the year. The new pour-over coffeemaker features the brand's eight-sided design. It produces six cups of evenly extracted, complex coffee.

Oxo has also cast a spotlight on the pour-over coffee trend, offering a solution for those that may just be starting out learning how to create a balanced cup of coffee that is typically made with a well-balanced stream of hot water to achieve the right brew, said Claire Ashley, category director for coffee and tea at Oxo.

"With its included water tank, our pour-over coffeemaker helps consumers

make manual pour-over without the need for a gooseneck-style kettle.

This has been an attractive option for those still mastering the art of pour-over, yet may be intimidated. It also offers the consistency you would expect from your local café, she said.

Espro also reimagined the pour-over maker this year, with its Bloom coffeemaker. The vessel features a deep brew bed and micro-filter to evenly distribute water for optimal flow and even coffee extraction. It also has a micro-filter system, designed to enhance brewing results.

"Pour-over coffeemakers are challenging to use, even for professionals, because if you don't get the technique just right, there are big flavor consequences. We wanted to create a pour-over brewer that helps them brew a more balanced, delicious cup, every time," said Bruce Constantine, division president, Espro, a division of Regal Ware.

French press coffee is still one of the most popular brewing methods, especially among Millennials. Its popularity has spurred many vendors to reimagine the press and try their hand at upgrading its functionality.

For example, to combat the familiar consumer gripe of discarding coffee grinds once they have been brewed, Planetary Designs debuted its French press that features a removable bottom.

This function, said Nepstad, allows for easier disposal of grinds, which is especially important to the growing number of outdoor enthusiasts that want to take their French press coffee with them on hikes and other excursions.

When it comes to the cold brew method of coffee, vendors in the man-



Oxo's compact cold brew coffeemaker is designed to fit in the refrigerator.

ual space have brought forth various versions that both escalate the brewing method, as well as provide solutions for coffee lovers in smaller dwellings.

Oxo's compact cold brew maker allows consumers to make cold brew overnight and it is designed to fit smaller refrigerators and countertops.

"Consumers can make their cold brew overnight without having to leave their apartment or home—as easy or maybe easier than going to the coffee shop down the street," said Ashley.

"Cold brew is the fastest growing coffee method," said Constantine. "Our cold brew maker launched this past summer and it was a huge opportunity to capture interest. It's a brew that can be transported and enjoyed throughout the day."

Espro's cold brew system lets consumers make 46 ounces of coffee concentrate and it lasts for two weeks, the company said.

Capturing that desired flavor is important, especially to coffee enthusiasts. So much so that companies such as Espro and Planetary Designs have started to make coffee tasting cups, as an accompaniment to their coffeemakers.

"Tasting cups, similar to varietal-specific wine glasses, are another way we are trying to make the coffee taste better. When you drink your favorite coffee in the right object, you enjoy it more and drink it more often," said Constantine. **HWB**

Coffee lovers enjoy the manual process, such as using Bialetti's ceramic pour-over coffee carafe.





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not capsuled

the new ENA 8



Metropolitan Black

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Nordic White

The vast expanse of land. Mountains and hills. Snow envelops everything in a soft, white blanket, making colors disappear. The trace of a shadow calls to mind an elevated topography. Far away, perhaps, the expanse of the sea. This is the world of complete purity, clarity and texture and the color world of the ENA 8 in Nordic White.



Sunset Red

Red earth, a city held in the valley of rolling hills. The clay roof tiles blaze in the warm light of the evening sun. La dolce vita, joy and pleasure. A sense of magic and mirth takes hold until deep into the night. This is the world of sundown and the color world of the ENA 8 in Sunset Red.



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Bonavita's Cosmopolitan kettle offers variable temperature control.



Jura's Capresso H2O Select kettle features precise digital temperature control.



Zwilling has added a cool-touch kettle to its new electrics line.

Electric Tea Kettles Grow Healthy Living Market Position

By Donna Boyle Schwartz
Contributing Editor

NEW YORK— Sipping a hot cup of tea has a soothing quality to it that many Americans are finding increasingly appealing, and suppliers of electric kettles are reaping the rewards of engaged health focused consumers.

Electric kettles have been on a growth

trajectory and show no signs of slowing, according to Joe Derochowski, home industry advisor for The NPD Group, who said sales were up 14% last year.

“Consumers like their caffeine in the morning, and there is a definite segment of people who prefer to get their caffeine through tea,” he noted. “Also, tea benefits from a ‘health halo’ effect: Tea has a health and wellness connotation that plays into consumer lifestyle trends. Electric kettles also are benefitting from consumer interest in craft coffee, as the precise temperature control makes it easy for the user to create the perfect, customized cup.”

Sales of variable temperature control kettles are growing fastest, as consumers become more sophisticated and learn that different teas— green, white, oolong and herbal, for example— and craft coffees brew better at different temperatures.

This dovetails with what tea suppliers are reporting: “Specialty tea continues to be a star,” said Peter Goggi of the Tea Association of the USA. “Consumers across all demographics continue to seek new and different beverage options and flavors.”

Consumer interest in wellness, natural

products and sustainability also encourage tea consumption.

“Making tea has almost become ceremonial as people are embracing the health benefits of tea as well as the rituals surrounding the process,” said Joanna Rosenberg, chief marketing officer for Zwilling J.A. Henckels, which just launched a double-walled stainless steel kettle as part of its new electrics line. “Our kettle has a sleek look, is cool to the touch, and the various temperature settings allow for the perfect experience. The collection is clean, simple, understated, and highly functional.”

Salton offers a lineup of 15 kettles, featuring an array of technologies, capacities, styles and features, including integrated steepers, compact travel models, programmable functions and digital displays.

“As people begin to stay at home, there is demand for kitchen solutions,” said Kevin Chandrarajan, marketing manager, Salton. “For example, people who once relied on getting their tea and coffee fix at work or from their local café/ drive-through, now depend on creating their favorite hot beverage at home.”

Bonavita's Cosmopolitan variable temperature kettle combines performance and style, featuring a gooseneck spout and glass body. “A tea drinker recognizes that different teas brew at different temperatures,” said Laura Sommers, Bonavita/Espresso Supply president. “Our latest model is a best seller because it's an essential kitchen tool not only for pour-over coffee, but also for tea.”

Chefman spotlights functionality, programmability and digital technolo-

gies in its kettles. “We evaluated the marketplace and recognized the need for high-quality kettles with versatile capabilities and easy one-touch operation,” said Pinny Kahana, vp/sales and marketing, Chefman. “However, we recognized that consumers have varying wants and needs: rapid brewing, sleek aesthetics, family-sized capacities, etc. This knowledge led us to develop multiple variations of the same powerful technology, creating options for the consumer.”

“As consumers place a heightened value and interest in health and wellness products, high-quality kettles have proven to be essential for the average household,” Kahana added. “All three of these kettles address the issues of rapidly boiling water, steeping an entire pot of tea directly in a sleek kettle, and immersing the user in the experience of creating gourmet beverages right at home.” **HWB**

Salton offers a lineup of 15 kettles in a range of capacities.



Chefman's kettles feature rapid brewing functions.





Juicers, Blenders Benefit As Consumers Focus On Health & Wellness

By Donna Boyle Schwartz
Contributing Editor

NEW YORK— Healthier lifestyles, a greater emphasis on wellness, and a new desire to experiment with fun and interesting beverages at home are boosting sales of juicers, blenders and home carbonators.

Juice extractors were all the rage last year, as celebrities like Gwyneth Paltrow, Kim Kardashian and Pharrell Williams all raved about the benefits of celery juice. At the same time, blender sales are rising due to consumer interest in smoothies made from fruits and vegetables, as well as protein shakes, homemade nut butters and nut milks, and the ultimate comfort food, soup. Blenders benefit from the increased interest in home cocktail consumption, which also is sparking sales in the home carbonation category. Home soda-making is now pivoting to focus on flavored seltzers and vitamin waters, which appeal more to health-conscious consumers.

The new wave of wellness started lifting the category two years ago, but has gotten a big surge this year from the COVID-19 crisis.

“We started seeing a real change in consumer behavior in March, when stay-at-home orders began to take effect,” said Joe Derochowski, home industry advisor for The NPD Group. “Products that promote a healthy lifestyle are be-

coming even more important to families now than they were before, and they were performing very well before.” NPD reported sales of juice extractors were up 14% last year; traditional blenders were up 5%.

“Smoothie consumption is up, and juice consumption is up,” Derochowski said. “This represents a real opportunity for the industry to educate the consumer about the benefits of these products as part of a healthy lifestyle. There is definitely a segment of the population that is concerned about limiting the amount of sugar in their beverages and this is fueling sales of various appliances, such as flavored seltzer-makers.”

Legacy is expanding its Omega brand of juice extractors with the addition of a new cold-press juicer that will retail at \$149, as compared to its existing models, which are priced from \$299 and above.

“We are constantly hearing from customers that juicing has become part of their healthy lifestyle, part of how they live and how they consume food and beverages,” said Kelly Sakowicz, vp/marketing, Legacy. “Our goal with the new Omega juice extractor is to make the technology accessible to a much broader audience.”

Legacy tested the new Omega juice extractor with direct response television campaigns and plans to have a broader online and retail rollout mid-year.

“This is a great machine that offers the benefits of cold-press technology,” Sakowicz said. “This allows consumers to get the most out of their juice, preserving the vitamins, enzymes and nutrients, as well as the taste. Consumers have become hyper-sensitive about what they put in their bodies, and they are looking for products that allow them to live a healthier lifestyle.”

Vitamix is spotlighting several new blender collections, including the Exporian Series, positioned to create medium-sized batches and small family meals; and the Ascent Series, which integrates wireless smart technology.

“At Vitamix, we are committed to improving the vitality of people’s lives through whole-food nutrition,” said Alyssa Santoli, manager, PR and social media for Vitamix. “We don’t see healthy eating as a trend. It’s a lifestyle, and with the help of a Vitamix machine, it’s a sustainable one. At Vitamix, we have long promoted the concept of ‘healthy made easy.’ You don’t need culinary training or exotic ingredients to prepare healthy recipes. There are hundreds of healthy whole-food recipes you can create in any Vitamix blender in a matter of minutes.”

Sweden’s Ankarsrum Assistent Original has added new blender and citrus press attachments to tap into wellness trends.

“People are cooking more at home because of the COVID-19 crisis, and food has taken on new meaning,” said Marcus Grimerö, CEO of Ankarsrum Kitchen AB. “It’s a source of nutrition

and sustenance, and it’s also a creative outlet at a time when preparing a meal can be a comforting step toward a sense of normalcy. The citrus press and the blender attachment tie into appreciation of fresh whole fruits for their nutritional and taste benefits.”

Zwilling J.A. Henckels includes a high-performance blender in its new kitchen electrics line. “With the rising consciousness around wellness, we were happy to introduce a collection of electrics that are the core of a wellness routine,” said Joanna Rosenberg, chief marketing officer, Zwilling. “Our blenders can be used for smoothies, nut butters, sauces, soups and other cooking tasks.”

Breville is focusing on giving consumers the best of both worlds with its 3X Bluicer Pro, a new multi-functional combination blender and juicer, which integrates fresh juice into smoothies and other blender drinks.

Playing off the popularity of celery juice, Hurom launched a Celery & Greens Slow Juicer, designed specifically for juicing celery, wheatgrass, leafy greens and root vegetables like beets and ginger. **HWB**



ABOVE FROM LEFT: Legacy has broadened its Omega line with a cold-press juicer.

Ankarsrum has added a blender and citrus press attachment to its mixer.

Breville’s 3X Bluicer Pro is a combination blender and juicer.

Zwilling’s new high performance blender.

LEFT: Vitamix offers hundreds of recipes for its blender lineup.

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enjoy rich, creamy foam for your latte or cappuccino.





Hydration Consumers Adapt To A Sustainable, Healthier Lifestyle

By **Lauren DeBellis**
Senior Editor

NEW YORK— As consumers continue to adopt a more sustainable lifestyle, the effort to find alternative solutions to single-use plastic, especially when it comes to water consumption, is soaring.

The hydration category has witnessed an uptick in recent years, with consumers adding reusable water bottles into their daily life, adopting it as just part of their routine be it at home or on-the-go.

Staying hydrated and healthy has also become a top priority for consumers around the globe who are staying home and practicing social distancing measures as a preventative tactic against the spread of the coronavirus.

“This new (temporary) reality we find ourselves in is forcing us to re-think what we do and how we do it. We are making time for exercise, being more thoughtful about what, when and how much we eat, and using the time to re-discover ourselves and how we might lead healthier

lives. This will most definitely result in stronger sales across any product categories that enable a healthier lifestyle including food storage and hydration,” said Steven Bram, CEO, Core Home, which offers the Manna Hydration line.

Today’s consumers have also become more vigilant about the brands they buy and often prefer buying from brands that are transparent about their corporate responsibility.

S’well is transparent about its corporate mission to reduce single-use plastics and said this increase in consumer demand has grown steadily over the last ten years, since the company’s founding, and has been paramount to its philosophy and message.

“We’ve definitely seen an increase in interest and demand for products that help consumers do good. Our bottles and food containers really do make it easy for consumers to take the small steps on a daily basis that can lead to significant change when it comes to reducing single-use plastic consump-

Healthy living is on the rise, said Core Home, which benefits its Manna hydration line.



tion,” said Sarah Kauss, S’well founder.

Bram also said that adopting more sustainable goods has been a key driver when it comes to changing consumer behaviors over the last year.

“People are willing to modify their habits to be more mindful of their environmental footprint and as anyone in retail knows, there are some trends that stick and some that vanish as quickly. What we’re seeing in hydration is not a fad— it is very much a result of people all over the world wanting to live better versions of their lives,” he said.

Stephen Bruner, co-founder of Corkcicle, noted, “There has been a significant uptick in consumer behavior on seeking sustainable alternatives across the board, from consumer goods, to fashion, beauty and beyond. In general, there has been more visibility into the impact of single-use plastic on our planet as more people recognize they have the opportunity to make lots of small decisions that make a big difference globally.”

John Roscoe Swartz, president, Built New York, a division of Lifetime Brands, added that consumers often own more than one reusable bottle and are looking for distinctive features to match their activities and their personalities. Built continues to expand its assortment to provide solutions for all needs, such as

continued on page 16A

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QUALITY”

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“SUPERIOR
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TRAVEL MUG”

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Built NY said consumers are often looking for different bottles for diverse usage.





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Hydration

continued from page 14A

bottles for the commute to work, and perhaps larger sized ones needed for a workout or outdoors.

“Consumers want their bottles and tumblers to be an expression of their personalities. At Built, we strive to provide a wide range of innovative, design-driven hydration options in colors, patterns, and textures that help consumers express their personal style,” he said.

Corkcicle also has incorporated fashion-forward designs and personalization options into its assortment of bottles, often tapping into key style trends and lifestyle preferences. One such example is the new carrier the brand introduced for its sport canteen bottle, designed for those consumers that are taking their hydration on outdoor excursions.

Personalization, something several of the hydration vendors said they strive to offer consumers, is one driving factor that has provided Tervis with a boost in sales and brand recognition. The company has released several new licensed lines of its tumblers and accessories, including the new textured Artist Series and additional pop culture icons.

“Consumers are looking for ways to express who they are and what they love whether it’s favorite sports teams, movies, TV or causes. We’re seeing great success with many of our licensed entertainment partners like The Mandalorian. With our rapid customization capability, we were able to be one of the first products to market when this first became popular,” said Harper Bean, e-commerce marketing director, Tervis.

While sustainability is a driving factor in hydration



The Tervis Artist series is one of the brand's several partnerships.

sales, so too has the transparency hydration vendors have provided, sharing with consumers the various charities and causes many have aligned with in an effort to take the sustainability movement further.

“Younger consumers are interested to hear from companies about their charitable efforts,” said Swartz. “It’s always been important to put your money where your mouth is, and consumers have so many choices in this category so it’s more important than ever. This goes hand in hand with the larger trend towards more sustainable consumer choices. We all want to make the world a better place and buying products from companies that give back is one way to make that choice.”

Kauss also commented that consumers gravitate towards brands that have a strong charitable message. The company has gained B Corp certification, which enables S’well to further its commitment to being a more responsible business as B Corps are legally required to consider the impact of their decisions on all stakeholders: customers, workers, communities and the environment. social and environmental performance, transparency and accountability.

“Since we launched 10 years ago, our work with water programs has helped us fulfill our mission to not just rid the world of single-use plastic bottles, but also help communities in need,” she said.

Built launched its new charitable partnership with Water.org. The company released the new 18-ounce Cascade bottle, of which 1% of wholesale sales will go towards the charity’s efforts to help people around the world access safe water in their homes.

Bean said that at Tervis, the company has also noted that a company’s corporate responsibility activities has become as important as price and quality when it comes to a consumer’s purchasing decision.

“For Tervis, a brand that has been anchored on the coastal waters of Florida for many years, we’re on a mission to protect our oceans,” he said. **HWB**

Home Soda Makers Tap Into Today’s Stay-At-Home Lifestyles

CHERRY HILL, NJ— SodaStream’s U.S. website leads with a promotional message that taps into today’s healthy, stay-at-home consciousness.

“All your hydration essentials, delivered to your doorstep,” the site’s opening line reads, followed down the homepage a bit by, “You don’t have to leave home for fresh sparkling water.”

Consumers seem to agree. The NPD Group reported its retail POS tracking service shows sales of home soda makers were up 223% year-over-year during the two-week period March 8-21 as coronavirus-related stay-at-home orders and hydration recommendations were escalating.

SodaStream has mounted a rebound the past couple of years by repositioning its system from a home carbonating alternative to store-bought sodas to a convenient, on-demand solution for healthier sparkling water. The move paralleled shifting market share in the bottled soft drink market from sugary sodas to lighter sparkling water beverages.

SodaStream’s retooled wellness messaging, crafted long before the recent stay-at-home developments, encourages consumers to drink more water daily without the waste and environmental hazard of single-use plastic bottles. The company said its research shows consumers who own a SodaStream unit drink 40% more water than those that do not own a unit.



SodaStream has tapped into consumer hydration and sustainable needs.

Corkcicle has seen an uptick in more personalized hydration designs, both indoors and out.



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*Source: The NPD Group / Retail Tracking Service, U.S. dollar sales, YTD through March 28, 2020

Cook & Bake



Emile Henry is increasing its online social media presence.

Vendor Marketing Strategies Key To Promoting New Products

By EMILY CAPIELLO
Contributing Editor

NEW YORK— The cookware and bakeware categories were taken by surprise when the 2020 Inspired Home Show was canceled due to concerns surrounding coronavirus. With the inability to show new lines and discuss new programs with the retail community in person, cookware and bakeware manufacturers have had to get a bit creative with their strategies moving forward.

“The Inspired Home show is a great showcase for the brand, in that it allows us to tell our story directly to buyers and media in person. Especially for colors with subtle textures, seeing and feeling them in person is a big advantage,” said Nate Collier, director of marketing communications and culinary, Le Creuset.

Collier said that the company has gone all hands-on-deck in order to get its brand message out to its retail partners. The sales team has been holding individual web meetings and more in person visits. While it may be more legwork, it has made the experience more personal.

Jeff Malkasian, president, retail

brands at Clipper Corp., said that the company had to reevaluate its plans several times in order to accommodate the ever-changing environment.

“Our original plan was to go visit customers individually, but with the shelter in place ordinances, we have been replacing in person meetings with Zoom calls so we can share the new product for this fall. We have also started using mailing software to build a database that will allow us to quickly communicate with all of our retail partners,” he said.

Malkasian noted that Clipper is also closely partnering with GC and HTI Buying Groups to communicate directly with independent partners through their membership platforms.

“We are looking at ways to add in promotions and make it easier for our independent partners to purchase in a way that allows them to invest in less inventory in the short term. This will allow them to carry the most needed items and meet the needs of their customers. We are also rolling out online ordering via our B2B website so that people can order in real time and see immediate

product availability,” said Malkasian.

Chris Boyd, senior account manager for Lodge Cast Iron, which manages the Finex brand, said that Finex is looking for more online sales opportunities while showcasing branding messages that include reassurance for its retail partners that the company can offer support.

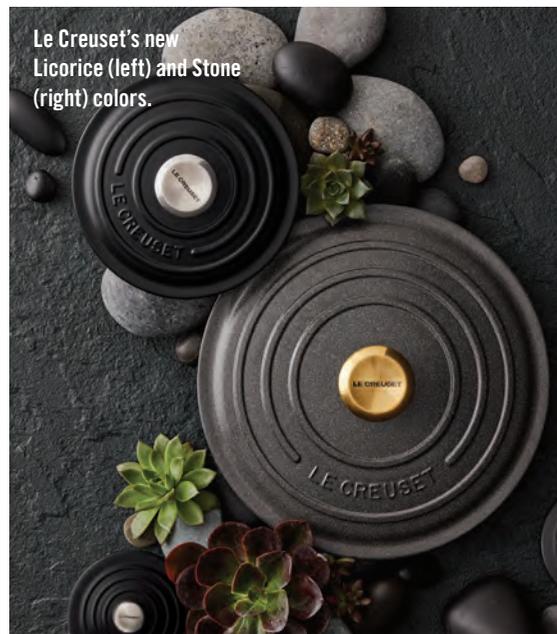
“We have focused more online both through our retailer partners and own brand page, reassuring our customers, both consumer and retailer, that we are open for business and can provide support and products in an effort to help drive revenue through the online channel,” he said.

Social media has become an avenue that vendors have tapped in order to reach consumers, ultimately drawing demand back to the retail channel.

“We are increasing our online social media presence to drive consumers to our online retail partners and we’re publishing Facebook and Instagram ads targeted in our specialty store areas for those specific stores,” said Tara Steffen, director of marketing for Emile Henry USA.

Boyd said that social distancing has brought a lot of home cooks and potential home cooks into the kitchen. These consumers, he said, are looking for inspiration, hacks, new recipes and techniques. Combined with chefs and restaurateurs looking for ways to keep

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Le Creuset's new Licorice (left) and Stone (right) colors.

Le Creuset Adds Licorice, Stone To Cookware Color Palette

CHARLESTON, SC— In 2019, Le Creuset brought a subdued blend of colors to the market with the launch of The New Calm, a trio of colors that was designed to tap into the consumers’ desire for a more minimalist palette. Now, the company is flipping the switch on its design style with the launch of Licorice and Stone colored housewares lines.

“In 2020, the brand is taking a maximalist approach in introducing colors that are bold and striking, encouraging consumers to mix and match colors.

This year’s colorways are inspired by the spirit of vibrant individuality, while exploring how those individual colors play different roles in different palettes— around the table and beyond,” said Nate Collier, director of marketing communications and culinary at Le Creuset.

An elemental new collection of products, Licorice is designed to offer a deep matte, sweetened with just a glimmer of sheen, while Stone is created with a modern appeal colored by texture. The new lines, said Collier, are designed to work independently, together or in conjunction with the entire Le Creuset line of colored cast products. The company has more than 200 colors in its palette.

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Le Creuset is promoting its new colors through online meetings with retail partners.

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Finex is increasing its online sales opportunities and its retail support.



Marketing

continued from page 32

their name and branding top-of-mind, it has allowed Finex to put a social media plan in place for increased visibility.

“Currently, a lot of chefs are taking to social media to talk at home cooking, so we have started to work with them to cross collaborate and bring the best message to the consumer. We recently worked with a nationally-known chef from Portland, OR, Gabriel Rucker, promoting his cooking and our Finex cast iron cookware,” he said.

While the loss of The Inspired Home Show has added up to lost face time with customers, there is an opportunity available for regional shows. Vendors explained that with shows around the country still scheduled as of press time, it may present potential.

“We are very much hoping to be able to leverage Atlanta in July and hope that more of the retail community will consider attending that show in lieu of

the Inspired Home Show,” said Clipper’s Malkasian.

However, said Dana Swearingin, director of marketing, Range Kleen, while the industry is ready to get back to face-to-face business and is hoping the summer market season will give them the opportunity, it may not end up being feasible. She said the company is continuing to put contingency plans in place for all scenarios.

“We are going to watch CDC recommendations closely, keeping all associates safe. If travel opens up and buyers are back in their offices, as well as travel is acceptable, we will certainly get back out on the front lines. The safety of our buyers and our associates is most important. People have become much more fluent on Zoom meetings and not having to be in person are going to what is best to keep costs down, and create a better return on investment for all,” she said.

But, explained Collier, the most effective way to continue a brand message, Inspired Home Show or not, is to remember that relationships and proper messaging are what can make or break sales.

“Clear, consistent and timely communication on an individual basis with all of our accounts will always be the best tool for promoting and presenting products to our retail customers. Relationships still matter and we continue to provide guidance on how best to grow their business with our current and new assortment,” said Collier.

Boyd added, “Communication is key in this time of struggle and uncertainty, so proper messaging and engagement with retailers and sales teams alike, will be the golden ticket. This is only a break in the retail industry, so once the doors open back up, the retailers need to have the proper products and information to help them get back on their feet.” **HWB**

Range Kleen is preparing its Taste of Home bakeware for the summer shows.



Le Creuset will debut a new marketing campaign for its Stone cookware line.



Le Creuset

continued from page 32

“At Le Creuset, we believe that color is the spice of life. Life’s most memorable experiences are colored by a unique blend of flavors, sounds, smells and stories. Licorice and Stone offer a striking neutral pairing to the vibrant library of colors that allow chefs and home cooks the ability to customize their kitchens. By taking our color expertise into new finishes with subtle textural differences, we are giving life to new expressions of color and unique kitchen, table and design sensibilities,” he said.

In addition to the colors, Collier noted that these new lines are also an exploration in texture for the brand. This, he said, is designed to help when it comes to merchandising as it will be able to add dimension to displays.

Additionally, Collier said that the new lines would also be used to help tell the story about the brands’ individual metal finish knobs. The metal knobs are finished in signature stainless steel, signature gold, signature copper, signature phenolic and signature stainless steel flower knob. These knobs are available in an array of sizes and are designed to improve grip, and are safe at any oven temperature, the company said. They are also interchangeable.

As Licorice and Stone lines roll out across the U.S., Le Creuset will be debuting a complementary marketing campaign along with it. The company will team up with Rachel Zoe, a fashion and design style icon, to tell an authentic story of Licorice and its in-

terchangeable knobs as it relates to her approach to design expression.

“We continue to work with partners and personalities that can express the uniqueness of all of our colors and finishes, and to reach the audiences we believe will gravitate towards them,” said Collier.

While the new color launch has been the company’s focus, Le Creuset is also gearing up to debut several other marketing initiatives in the coming months. The first, said Collier, is a social media campaign called “The Community Kitchen Chronicles.” It is designed to spotlight the inspiring stories and things that chefs and hospitality workers are doing to lift up their communities during the COVID-19 crisis.

“The restaurant and hospitality industry is incredibly close to our hearts, and we were inspired by the grassroots efforts and charitable organizations that are popping up across the country that give back to those in need. We’ll be spotlighting a handful of these inspiring stories on our Instagram channels to showcase how the industry is coming together during these difficult times,” Collier said. **HWB**

Le Creuset’s bold Licorice colored Dutch oven aims to match kitchen decor.





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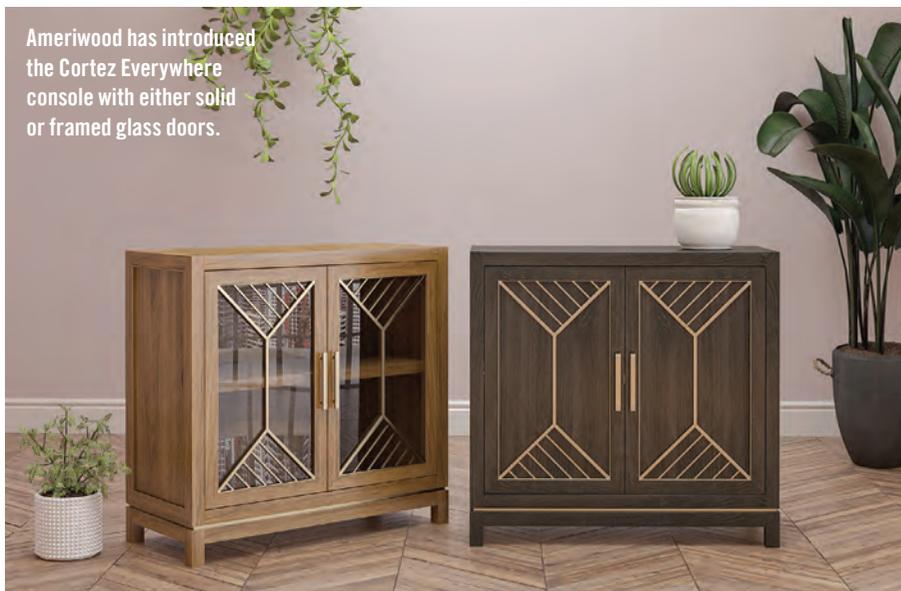


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Ameriwood has introduced the Cortez Everywhere console with either solid or framed glass doors.

Ameriwood Applies Design Focus To Product Pipeline

By MIKE DUFF
Executive Editor

MONTREAL, QUEBEC— The Ameriwood Home division of Dorel Industries made a decision to reimagine ratan-style furniture with a focus on domestic manufacturing at an affordable price, even as it has applied its design expertise to other engaging product introductions.

The company has been working on a variety of ideas to generate new products as this year has progressed, it pointed out. For example, it emphasized conspicuous style in its recent product development process, incorporating a classic French Country look in accent pieces.

Of course, mass-market furniture vendors have had their share of obstacles to confront over the past couple of years, but Ameriwood Home has continued to push forward with the intent of bringing out some striking new looks.

The company has been working on featuring collections that include country rustic designs with chunky structures and weathered finishes as well as simple glam styles, accent tables to dress up for coffee bars and

modern home office looks.

Ameriwood also extended its bathroom collections, featuring a popular dark blue colorway, NTense gaming and Ollie & Hutch pet furnishings as the two brands ramp up after their recent market launches.

Storage furniture of various sorts has been an Ameriwood focus for some time. The company continues to expand on its open-storage hallway/mudroom designs. In doing so, it has



developed items such as entryway hall trees and benches with hooks, racks and other features in a variety of styles and finishes that allow it to provide more choice in better quality storage furniture. Ameriwood also is expanding on previously developed locker-look storage furniture as well as creating a home office and other configurations using novel athletic-style designs.

At the same time, Ameriwood has been approaching accent furniture as a category in its own right, developing product that isn't meant to be part of a collection but that incorporates style and utility through an array of designs to give consumers additional options.

Among the recently crafted accent pieces the Cortez Everywhere Console has a sophisticated mid-century-influenced look with the option of solid or framed glass doors. It can work to various purposes as, for example, an entryway piece or a wine cabinet or a coffee bar.

Plant stands are another segment that Dorel in general and Ameriwood in particular is building out. The company has monitored increased interest in plant stands, green rooms and garden rooms on Pinterest, and has generated interest in such items as offered under its Novogratz banner. The plant stands share something with the Everywhere accent furniture in that Ameriwood is crafting pieces that, rather than falling under or directly coordinating with collections, will offer unique styling that can coordinate with a range of room décor.

"We were hit hard with tariffs, and then again with extended closures overseas, but our teams pulled through," said Ray Toal, vp/e-commerce, Ameriwood. "We were able to reset and think about what the marketplace needed. In turn, that provided us with some great new decorative accent tables, fun colorways and even more, unique plant stands." **HWB**

Ameriwood has expanded its open-storage hallway/mudroom designs.



Sauder's Willow Place TV console highlights a light pacific maple finish.

Sauder Creates Fresh Looks For Two New Collections

ARCHBOLD, OH— Sauder is introducing a pair of new collections, both launching in June, and if it does so a little differently than it might during another spring, the company remains consistent in its development of fresh looks meant to address the home fashion demands of consumers today.

The Spring High Point Market may have been postponed, but Sauder continues to keep the product pipeline moving with new looks enhanced by fresh style and detail.

The new Willow Place collection previewed as a prototype group at the 2019 Fall High Point Market has been reviewed and readied for rollout. The 13 pieces in the collection include items for the living room, bedroom and office. Products include a TV console with cabinet, drawer and open storage, a pedestal and an L-desk, and a pair of platform beds with open storage. Suggested retail prices range from \$119.99 to \$329.99.

Sauder described the Willow Place design as an easy transitional style. It comes clad in a new natural wood grain light pacific maple finish that creates a warm contemporary feel, Sauder noted. It also comes in an existing darker finish, grand walnut. The design

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LumiSource highlights its Gardenia chairs with its Aspen dining table and Fuji counter table.

LumiSource Adds New Accent And Home Office Furniture

ELK GROVE VILLAGE, IL— LumiSource has enhanced its home office and casual dining selections as well as boosted its accent furniture lineup with fresh looks that incorporate key style trends.



LumiSource has added a Roman corner desk in mixed materials.

Among its other recently developed products, LumiSource has unveiled three Folio home office products. In contrast to many more traditional home office products clad in darker tones, the Folio corner and writing desks have clean modern lines but some glam going on as well. The Folio Corner Desk pairs gold metal and white wood; the Folio Desk is also in gold metal and white wood. The Folio group also includes a bookcase on gold metal and white wood.

Also in the home office lineup, the Roman Corner Desk has an industrial orientation in mixed materials. Colorways are black metal/espresso bamboo and white metal/espresso bamboo. The Harvey Desk has a modern feel in the

silhouette, contrasting black and natural finish and gets a touch of glam from the gold leg ends.

With a throwback design, the adjustable upholstered Demi Task Chair comes in two colorways of gold metal and light blue velvet and black metal and black velvet. Also upholstered and adjustable, the Tania Task Chair mixes design elements to produce an overall glam effect, with color options of gold metal/pink velvet, black metal/black velvet, black metal/cream velvet and black metal/teal velvet.

Modern and glamorous, the Andrew Chair joins gold metal with white and light blue velvet, chrome with gray and white PU, and black metal with light green, orange, blue and gray fabric.

In another other mid-century influenced design, Gardenia Chair, for dining and other purposes, comes in a walnut wood look with charcoal, green, orange, teal and cream fabric, or in gray wood and black velvet, while the Gardenia Counter Stool comes in walnut and charcoal, gray, orange, teal and cream fabric.

The modern, sled-base Mara Counter Stool combines stainless steel and PU in black, camel, gray and white, and black metal and PU in black, camel, gray and white.

In casual dining core items, the Fuji Counter Tables mixes stainless steel with glass and walnut, antique metal with glass and walnut, gold metal with glass and walnut and black metal with walnut in a modern style. The Aspen Dining Table evinces a mid-century influence in mixed materials including a glass top. **HWB**



Sauder's Pacific View dresser features a chestnut finish.

Sauder

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features clean lines, but chamfered edges soften the top surfaces while adding visual depth. Matching tapered feet elevate the Willow Place pieces to display them more prominently.

The pieces are versatile and functional, with a Willow Place coffee table featuring a manual lift top that positions as a work surface or to support more leisurely electronics use. Sauder built the collection using strong lightweight hollow core panels, making rearranging a room easy.

The Pacific View collection incorporates 10 pieces with suggested retail prices ranging from \$99.99 to \$309.99.

For the bedroom, the collection includes a six-drawer dresser, night stand, mates bed/day bed and a four-drawer chest. For the office, Pacific View includes an L-desk and lateral file. The occasional pieces in the collection include a bookcase, coffee table and storage bench while a TV credenza stands as the entertainment component. The group provides multiple pieces that provide storage.

The Pacific View collection, as Sauder characterized it, has a casual, light, and breezy feel fashioned to suit a summer vacation on the coast. Furniture in the collection comes wrapped in a chalked chestnut finish enhanced by a weaved seagrass pattern on the doors and drawer fronts.

As with Willow Place, most pieces in the Pacific Coast collection have strong lightweight hollow core panels as components, making them easier to rearrange when circumstances require. **HWB**

OSP Home Expands Resimercial Furnishings Assortment

ONTARIO, CA— OSP Home Furnishings is building a lineup of what it characterizes as resimercial furnishings at a time when consumers have made home office furniture purchasing a greater priority.

The company noted that it had developed its resimercial line to blend home fashion-inspired aesthetics with commercial quality, creating furnishings that are soft to the touch, comfortable and yet tough, OSP Home stated. The company designed each of its new resimercial products to deliver long-lasting comfort.

With its clubby seat, the OSP Home model FLH5974 chair comes in gray,

black and saddle brown with a tungsten black finish on the base.

The model FL80228 chair, in a modern seat silhouette, arrives covered by black, gray or white upholstery with options of either polished aluminum base or tungsten black on the base.

Both chairs are easy to assemble with the only work required connecting the base to the seat body, OSP Home pointed out. **HWB**



OSP Home is expanding its easy to assemble seating lineup.



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Ikea developed the Forandring collection in response to rice farming practices in India.

Ikea

continued from page 6

In July of last year, Ingka Group said that the country retail managers of the 30 Ikea regional businesses would take on the additional role of country chief sustainability officer. The move would formalize country retail manager responsibility for sustainability in the markets they supervise.

In its 2019 Better Life Report, which includes a review of Ikea USA's business and sustainability highlights, the company pointed to acquiring 64,000 acres of responsibly managed forests and a commitment to using electric vehicles for last mile delivery in the New York and Los Angeles. The company continued to promote use of low energy LED lighting and eliminated all single use plastic from its home furnishing product range.

Torbjörn Ellesson, supply chain sustainability manager, Ikea, said, "Sustainability has always been part of the Ikea DNA. Our sustainability ambitions have become even higher and ways of working more structured. But the bottom line is that being a good business is good business, from sourcing with the same requirements everywhere to meeting the customers in the stores to furnish their homes. Given the big challenges the world is facing, working towards the commitments and ambitions outlined in the sustainability strategy is a precondition for the future of Ikea."

Although the company sets standards globally, it has become increasingly sophisticated in how it addresses environmental conditions regionally, which is helping it meet its goals.

The company developed the Forandring collection in response to rice farming practices in India. In manufacturing the collection, Ikea is "turn-

ing rice straw— a harvesting residue that is traditionally burned and contributes heavily to air pollution— into a new renewable material source for Ikea products," Ellesson said.

Although acting locally is important, Ikea also is a major entity spread across 30 national markets, so it has to think in terms of scale and impact while formulating its sustainability plans. Examples include a move to only source recycled or Forest Stewardship Council certified wood by the end of the year.

Concern with the environment is an issue often thought ascendant in the industrialized world. "In Western Europe, we have seen a growing concern regarding sustainability for quite some time," Ellesson said.

Yet, he pointed out that sustainability is a greater consideration around the globe. "We see the same trends in developing countries," Ellesson said. "People in developing countries are more often the ones that really see the impact of climate change, pollution, ocean waste and water scarcity, which sparks a big engagement. Our research shows that people want to live a more sustainable life, but only the minority believes that they live in a sustainable way. The main barrier is that it is perceived to be too expensive. We believe that Ikea has a unique position to help create a better everyday life."

To further advance sustainability, Ikea is working with partners that have developed a recognized set of resources and with organizations that provide certification so that it can demonstrate to customers that its sourcing is environmentally friendly.

"We cannot reach our goals and commitments without working with others. We are working closely with innovative companies in different industries, NGOs and others to make a positive movement," Ellesson said. **HWB**

Kalorik

continued from page 8

the unique ability to sear and grill."

The Maxx Air Fryer Oven features a 26-quart capacity and the ability to sear and grill at 500 degrees Fahrenheit; suggested retail price is \$199.99.

Kalorik is also launching a major new collection of kitchen appliances developed through a unique collaboration with renowned Brazilian artist, painter, serigrapher and sculptor Romero Britto. The collection will encompass an air fryer, toaster, kettle and coffeemaker and will feature Britto's recognizable design elements, a mix of Cubism, pop art and graffiti painting, all rendered in vibrant colors and bold patterns.

The company is appealing to coffee lovers in search of cappuccino, latte or cold brew with the new Bartista, an 8-in-1 electric beverage maker. The 24-ounce unit can brew cold brew coffee in 30 minutes as opposed to 24 hours; suggested retail is \$99.99.

In the home environment and floor care categories, Kalorik is featuring the Brookstone PureAir SmartVac, a robotic vacuum with gyroscopic mapping. The unit features ionic air purification technology to produce cleaner air in the home. Suggested retail is \$299.99. **HWB**

Kalorik said its Bartista beverage maker can brew cold brew coffee in 30 minutes.



Epoca has added Primula reusable food storage bags.

Primula

continued from page 14

has also expanded its line of hydration bottles, in matching hues to coordinate with the food jars. The bottles are also double-wall, vacuum sealed stainless steel.

Adding on to its assortment of reusable goods, Primula has also introduced reusable food storage bags. The bags come in a variety of styles and configurations that includes everything from mesh produce bags to take to the farmer's market to zip closure bags. The zip closure bags are said to be leak proof, food safe and freezer safe, while the mesh produce bags feature a drawstring to keep produce secure inside the bag.

Epoca also holds the license to the Cooking Light brand from Meredith Corporation and has introduced reusable bags and straws to that assortment as well. The Cooking Light line has expanded to include a set of reusable stainless steel straws with silicone tips that comes with an included cleaning brush and carrying case.

The company has also launched a new pack of 48 reusable plastic straws, which adds on to Primula's existing products in the category. Expanding the category with silicone straws in fun, bright colors rounds out Primula's existing straw offerings that are made of stainless steel and plastic.

In addition, Primula is offering a new colorway for its four-piece stainless steel straw set with two bent straws and two straight straws. The pastel colored straw tips are made out of silicone and the set comes with a cleaning brush for easy cleaning.

Epoca is also adding a salad-to-go storage container to the Goodful line, its collaboration with BuzzFeed. The container features multiple removable trays to add salad ingredients or snacks, as well as a screw-top cup for dressing or sauce. **HWB**

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Pandemic

continued from page 1

vendors that it would begin selectively bringing more supplies into its facilities where capacity existed, with factors such as heavy demand, inventory conditions and the need to meet health guidelines all factoring into the equation.

Regarding how it would manage fulfillment centers going forward, an Amazon spokesperson responded, “We continue to focus on receiving and shipping high priority products that customers need at this time. Although we have more limited capacity due to the extensive health and safety measures we are taking across the network, we have begun selectively bringing more products from our selling partners into our fulfillment centers.”

The evidence suggests that the housewares industry, whether on the vendor or retail side, is reaching a level of accommodation with the changed marketplace as companies better grasp what is happening and what they need to do in response. Under those circumstances, it’s natural to consider how events will change the marketplace when COVID-19 is no longer the dominant issue.

Inna Kuznetsova, interim CEO of 1010data, which itself has formulated a virtual dashboard to help its clients track market shifts under the coronavirus, said it is time companies develop and review what’s happening and where it might lead so they can respond quickly to developments when consumers begin to function more normally again. Although it’s still impossible to precisely determine what will happen and when, Kuznetsova said, modeling for various scenarios making various assumptions can ready businesses for the emergence from the current COVID-19 crisis.

“The sooner businesses start doing this the better off they will be,” she said.

It’s critical to evaluate the effect of the outbreak on products and services that have gotten response in the crisis.

“We’ve seen an acceleration of trends that had been picking up momentum, like click and collect, growing consistently over the course of a few weeks,” said Andy Mantis, 1010Data chief business officer. “It has accelerated hugely.”

He noted, however, that evaluation should not range too generally on what consumers do as lockdowns and store closings end but should focus on tracking those consumer cohorts that demonstrate substantive and even ex-

ceptional shifts in behavior.

Although preparation for market changes is important, jumping the gun may be problematic.

Tracy Thie, co-founder and principal of consulting firm Powerplay Retail, said retailers have paused many of their renovation and even reset plans due to the changing business they have faced in the pandemic. Even when consumers start shopping their stores again, retailers won’t be ready to position and promote innovation in the way they might otherwise do. Even online, retailers have been reacting to changing circumstances and will take time to get fully back on track when a more normal climate prevails.

“We’ve been telling everyone, based on all the unknowns and few knowns, they should be sticking to as conservative plan as possible for success,” Thie said. “They want to focus on that one simple task: sales.”

Despite the uncertainty going forward, pandemic-driven trends do suggest that some product segments will wind up with a boost from lockdown conditions, said Joe Derochowski, home industry advisor at The NPD Group.

For example, cleaning products will probably continue to do well but with a shift from products related to sani-



“Business is proceeding, and we have frequent and numerous conversations with our retail customers to discuss new and existing programs and placements.”

—Rob Kay
Lifetime Brands

tizing to those addressing floor care. Why? Pets.

Derochowski said it’s important to connect the dots when looking at trends that have taken off as consumers have gotten locked down. Consumers have gone on a pet purchasing, adoption, fostering spree since their movement restrictions began, so they’ll need to clean up after their new pets.

Kitchen appliance sales also have gained, such as products for the preparation of bread and pasta, which suggests items associated with those foods will get a lift.

A close eye to what consumers purchase under lockdown will give retailers and vendors a better idea of their state of mind and emerging priorities.

“We’re living in a focus group,” he said.

Derochowski pointed out that enhanced outdoor product purchasing suggests that consumers will be anxious to get out of the house and reconnect with loved ones in the aftermath of shelter in place. The fact that they will probably get a pass in mid spring or in early summer makes it the more likely outdoor-oriented housewares will surge.

Consumers will take the effects of their coronavirus confinement into the next phase of life but at first will be looking to catch up with what they’ve been missing rather than striking out in new directions. Retailers and vendors have to continue thinking about consumer lifestyles and look to provide solutions that enhance those living situations, Derochowski emphasized, adding that the COVID-19 crisis may be one of those pivot points that come every 10 or 15 years to send the marketplace in a new direction.

Even if major change doesn’t happen immediately, the home goods sector should keep a tight focus on the consumer to stay in touch with behavioral changes.

As consumers escape their coronavirus cocoons, Rob Kay, Lifetime Brands CEO, pointed out, the first step is addressing immediate needs.

“Many, including Lifetime, believe there will be an increased focus on the traditional high-velocity SKUs and basic items that people use in their home every day,” Kay said, but he also noted that ongoing innovation will have a role in the emergence from these lockdown days into a market future that will be influenced by the outbreak but still respond to consumer decisions about what they might purchase to make their lives better.

“The new product introduction cycle



“We’re living in a focus group.”

—Joe Derochowski,
The NPD Group

is not measured in weeks or months, but rather in years,” Kay said. “We have some projects that last several years, and others that will be completed within a year. We will be introducing new products in 2020 that have already received placement in many retailers. Notwithstanding the meaningful store closures that have occurred this year related to the COVID-19 pandemic, business is proceeding, and we have frequent and numerous conversations with our retail customers to discuss new and existing programs and placements.”

However, even when consumers emerge from their homes again, the impact of COVID-19 won’t end. The supply chain may remain in turmoil for some time, and that will influence how retailers and vendors can respond to market demand.

Jim Ziozis, CEO at the Linon/Powell Group, pointed out that manufacturers in China and in other manufacturing nations such as Vietnam are not only getting hit with cancellations, payment arrears and other business disruptions tied to the effect of COVID-19 in here but elsewhere as well, including Europe, where many customers have cut back orders from factories severely.

In China, and from the purely economic perspective, Ziozis said, the effect of the COVID-19 pandemic elsewhere “could be worse than with their bout with coronavirus in the country.”

Even factories that can hold on can be forced to lay off or furlough workers, further complicating matters and making a return to normalcy more complicated. **HWB**



To our valued readers:

This is a challenging time for everyone.

The home and housewares business, despite its vast scope and scale, remains a close-knit community of companies of all sizes united in the goal to make everyday life more pleasant. That has never been a worthier mission than it is now.

The HomeWorld Business team is focused on the safety and health of its staff and their families, along with the personal wellbeing of our business partners and the people of the industry we serve.

We also understand business must find a way to persevere.

The HomeWorld Business team has been working from their homes with no interruption in our delivery of timely content vital to the industry's operation and planning during this crisis.

The HomeWorldBusiness.com website and e-newsletters provide constant updates on industry and retailing news, the continuing stream of new product introductions and other important developments.

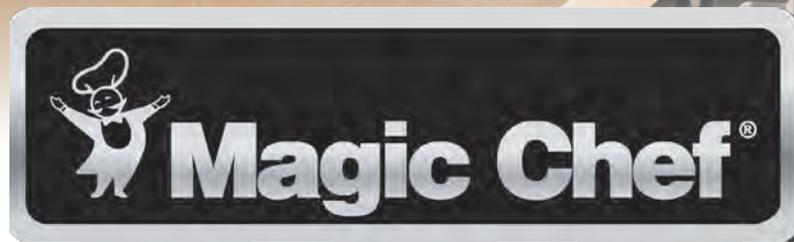
And with so many of our readers also working from their homes, we're making a digital version of our current print edition easier to access and view for free through the HomeWorldBusiness.com website.

We will overcome challenges together by harnessing the resolute, supportive and caring spirit that is, and always has been, a hallmark of the home and housewares business.

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