

& KITCHENWARE NEWS

Housewares Review

SERVING KITCHENWARE, HOUSEWARES AND TABLETOP MARKETS

VOLUME 13, NUMBER 6

JUNE 2007



Kitchen Resource Brings Cloer to the US

By Jenna Lane

Sometimes the best partners come along when you're not even looking.

Cloer, a small electrics manufacturer quickly outgrowing the German market, was exhibiting at Ambiente with a focus on the rest of Europe, Japan and Australia. Kitchen Resource, having just introduced three new product lines in the United States, was not really looking for another.

Yet the seeds of their relationship had already been sown. Kitchen Resource has a long history of success with a German company, Bosch, and those three new product lines — Lurch, B/R/K and Bamix — are broadening its reputation as a distributor of quality European products.

Continued on Page 27

Cucina Pro Goes for Service, Quality and Price in Small Electrics

By Jenna Lane

Cucina Pro is a relatively young company — about three years old — with a growing portfolio of small electrics and pasta makers and an ambitious man at the helm. “The Cucina Pro name right now doesn't mean much to anybody,” Patrick Dittoe says, “but it will.”

In the beginning

Dittoe had been in the kitchenware business for about 15 years when, after an ownership change at VillaWare, he decided to strike out on his own.

“I had squirreled money away, and was fortunate to make friends along the way,” he says, thinking back to 2004. “The idea was to bring in the products we knew sold well and just service the heck out of our customers.”

Continued on Page 26



TWIST OFFERS ECO FRIENDLY SPONGES

TWIST, a new natural and eco-friendly household products company, recently launched a line of kitchen and bath cleaning sponges that are both eco friendly and fashionable. New TWIST products include the Euro Sponge #10 which offers a durable, biodegradable, and elegant option for day-to-day cleaning. In addition, the Loofah Sponge #50 is an all-natural, biodegradable and anti-bacterial product that is one side absorbent sponge and one side natural loofah. The Euro Cloth #20 offers the absorbency of a paper towel and the reusability of a sponge, and is a modern and eco-friendly solution for wiping even the messiest of spills. Made from sustainable pine trees, the Euro Cloth is long lasting, anti-bacterial, dishwasher safe and biodegradable. TWIST products are 100% biodegradable and the packaging is earth-friendly and recyclable. To encourage its environmental message, TWIST packages can be converted into little bird feeders by following the instructions on the inside of its package.

Suggested Retail Price: \$1.99-\$3.99

Twist
 (tel) 303-443-9953
 (fax) 303-317-8211
 (email) brian@twistclean.com
 www.twistclean.com
 Circle #241



LEIFHEIT'S CULINARY WHIPPERS

Leifheit introduces a complete collection of state-of-the-art cream whippers.

Designed to make fresh, homemade whipped cream without electric mixers or bowls, Leifheit's new Tall Pint Culinary Whipper and Grande Culinary Whipper are handsomely designed, professional-quality whippers which provide the ideal tool for making authentic whipped cream and other dessert toppings.

Additionally, the versatile whippers offer an opportunity to recreate at home sophisticated, cutting-edge global cuisine featuring intensely flavored, yet ethereal warm and cold "espumas" — which means "foams" in Spanish.

The pro-style, extra-large capacity 1-liter Grande Culinary Whipper holds as much as a 1-quart of whipping cream and other ingredients, and the generously sized .5-liter Tall Pint Culinary Whipper holds up to 1 pint of whipping cream, pureed fruits and vegetables, etc.

Suggested Retail Price: \$79.95-\$89.95

Leifheit International USA, Inc
 (tel) 631-501-1054
 (ff) 866-695-3434
 (fax) 631-396-0010
 www.leifheitusa.com
 Circle #242



GET YOUR BUSINESS COOKING WITH MAIL ORDER MANAGER

From cookware to corkscrews, running a successful kitchenware catalog or web site today can be challenging. You need to manage all the nitty-gritty tasks of your daily operation while still thinking about new product ideas, new sources of profit, and new ways to reach your customers. Used by nearly 10,000 businesses worldwide, Mail Order Manager (M.O.M.) was designed specifically to bring all the details together in one totally inclusive package.

One system gives you all the routines necessary to enable you to streamline the management of your company, including; order entry, credit card and order processing, gift order management, inventory management, shipping warehouse management and integrated web commerce.

Discover the recipe for success!



Call Today To Schedule An Online Demonstration or To Order The Complete Working Tutorial (800) 858-3666.



Circle #130



FIESTA® DINNERWARE IN EVERGREEN

FIESTA® Dinnerware goes 'green' with the introduction of Evergreen.

Marking the 14th - and latest - shade in the FIESTA® color story for 2007, Evergreen complements the standard palette beautifully: Black, White, Evergreen, Cinnabar, Cobalt, Turquoise, Persimmon, Sunflower, Plum, Scarlet, Shamrock, Tangerine, Peacock and Heather.

The Homer Laughlin China Company
 (tel) 800-452-4462
 (email) reibman@hlchina.com
 www.hlchina.com
 Circle #243



MEZZALUNA CHOPPING SET

Chop in style with AR+COOK's Mezzaluna Chopping Set featuring a crescent-shaped mezzaluna with a forged 6" stainless steel blade and an "Air-gonomic 180" grip handle - constructed of pockets of pressurized air to absorb the shock of vigorous blade work. The rocking motion of the mezzaluna provides a quick and easy way to mince herbs, nuts and more. The 10" double-sided chopping bowl features bamboo on one side and polyethylene on the other, allowing users to designate one side for meat and the other for vegetables, to lessen cross-contamination.

The sturdy polyethylene surface is nonporous, odor-resistant and will help keep the mezzaluna's blade sharp while it naturally resists deep scratches. The zinc collection is available in pink, purple, green or orange.
Suggested Retail Price: \$50

AR+COOK
 (tel) 866-209-COOK
 (fax) 718-567-7779
 (email) customerservice@artandcook.com
 www.artandcook.com
 Circle #244