

# HomeStyle

Canada's Housewares Magazine

March 2016

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Super Sales Person

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BY DUROBOR

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## Recipe

Ingredients:

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$\frac{1}{2}$  small beetroot

1 x 10cm stick of peeled pink rhubarb

$\frac{1}{2}$  slice of pineapple, 1cm thick

60mL coconut water

Prepare in the blender. Pour into a Brussels glass and garnish with a thin slice of beetroot.



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# Trade Show **Calendar**

**March 5 to 8, 2016**

## **INT'L HOME + HOUSEWARES SHOW**

McCormick Place, Chicago

Contact the International Housewares Association

Visit [www.housewares.org/attend](http://www.housewares.org/attend)

**April 20 to 23, 2016**

## **HONG KONG HOUSEWARE FAIR**

Hong Kong Convention and Exhibition Centre

Contact the Hong Kong Trade Development Council

Visit [www.hktdc.com/fair/hkhousewarefair](http://www.hktdc.com/fair/hkhousewarefair)

**June 14 to 15, 2016**

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**August 7 to 10, 2016**

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## Opening Lines

### Experience required

Understanding customer demographics has always been an integral part of any retailer's business plan and something I have covered many times in this magazine over the years. I have watched that lovely, super-sized, free-spending baby boomer generation slowly subside while this new, often maligned millennial generation takes over. Marketers are having a hard time trying to reach these millennials because, having been raised in a digital world, traditional techniques don't work.

I knew millennials were different, but I didn't realize how much until the other day when my (millennial-aged) son asked me for help. He had to mail something to his bank, and wanted to know how to address the envelope, and where to put the stamp. I'm serious. He's 23, but has spent almost his entire life online. He communicates (or sends good wishes) by e-card, or text, or tweet. He does all his banking online, buys most of his clothing online, and gets his news and entertainment from his phone or computer.

Though millennials will occasionally shop in stores, it doesn't happen often. That's because 48% believe they know more about your store's products than your associates do. And 67% of them doubt that your associates are even telling the truth.

This is a tough crowd, that's for sure. But as these young adults enter their prime spending years (30 to 50), it's essential for retailers to find a way to reach them. Serving these idealistic trailblazers won't be easy and will require keen insight. Not content to browse through malls or shop in stores with unknowledgeable staff, millennials are looking for 'experiences', not more stuff. They want to be entertained and need to be indulged, which is why restaurants sales are on the rise and spending on air travel was at an all-time high last year. (Vacation and dining spending are each projected to increase 27% between 2015 and 2019.)

Fortunately, kitchenware retailers are in a good position to provide the sort of experience millennials seek. We are in the food/cooking business, after all, and this generation is more aligned with the food movement than any other. They crave superior dining experiences, and eat out at least once a week. I know that my son and his girlfriend eat out at least three times a week, and have favourite restaurants all over Toronto. Yet, while this group eats out more than any generation, 60% say they also love cooking at home. Fresh ingredients, organic products and specialty gourmet items are high on their list.

This is a perfect opening for retailers who can provide a 'customized' in-store cooking event. Celebrity chefs are always a big draw, but even product demos with trend-setting products would attract millennials who are looking for a more personalized experience. The key is finding the right message to motivate them. To that end, watch what the big processed food companies are doing. With their market share dropping rapidly, legacy brands like Kellogg's, Campbell's and Kraft are finding ways to grow with a consumer group that demands food transparency.

Campbells Canada has launched a website *WhatsInMyFood.ca* and is asking Canadians to tell them what they think about their products. They also recently celebrated their 85th anniversary with an Andy Warhol pop art exhibit in Toronto, reminding millennials that Warhol claimed to have eaten soup every day for 20 years.

With breakfast cereal sales dropping 2.5% a year, Kelloggs is also looking for ways to attract a younger customer base. The company recently hired celebrity chefs to create unique new recipes using bran flakes or bran buds – a new twist on old favourites that they hope will inspire emerging cooks.

Millennials are seeking brands, products and services that they can call their own, and share confidently with family and friends. Housewares retailers can offer all that and more. Engage with millennials honestly, understand how they think and what they need. Just don't forget to entertain them along the way.



– Laurie O'Halloran  
[laurie@homestylemag.ca](mailto:laurie@homestylemag.ca)



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## People In The News

• **Kathleen Boucher** has left Bellucci (Caffitaly) to become a sales agent for Paderno in the Quebec market.

• Robert Trudeau announces the appointment of **Daniel Dufresne** as Chief Executive Officer of Trudeau Corporation, Montreal-based supplier of quality kitchenware and tabletop products.



Daniel Dufresne takes over from Robert Trudeau who will serve as Chairman. The Board of Directors and management team were unanimous in their belief that this is an opportune time to bring in an outside CEO for the family-owned company.

A graduate of McGill University, Daniel Dufresne has a strong background in general management, busi-

ness development and commercial leadership in the consumer goods and retail sectors. He has a proven track record of delivering growth for major North American brands such as Nabisco, Molson and Loblaw. Trudeau's management now includes Jacques Dubuc as president of Trudeau Canada with Anne-Marie Trudeau managing sales to independent retailers and Philippe Trudeau overseeing product development and the U.S. division. Paul Trudeau will direct international sales.

• **Christa Collantes** has been hired in the newly created role of eCommerce Specialist and **Jane Santoso** is the new sales & marketing coordinator for Zwilling. She replaces **Stephanie Phila-vong** who moved to the Tweezerman Division.

• **Carla Giacomini** is the new senior marketing manager for Cuisinart Canada. She takes over from **Lori Hacker** who

will now handle digital/social media.

• Danesco has promoted **Tamsyn Hodges** to Vice-President of Marketing and Merchandising. Tammy first started at Danesco in the early 1990s as a summer intern and has since held a wide variety of positions including Customer Service, Product Manager, Marketing Manager and Marketing Director. Over the last four years as Marketing Director, Tammy was instrumental in the growing success of Danesco. Her vast experience in housewares and in-depth knowledge of the Canadian market combined with her flair for great products have proven to be a winning combination for Danesco.



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## Letters to the Editor

I just read your magazine and was pleasantly surprised to see that *Home Style* has certainly come a long way since it's infancy. Well done!

Michael Mike,  
M.A. Mike & Rogers Assoc.

I would like to take this opportunity to express a very sincere thank you for all your hard work on the story on my retirement and also my 45 years with Danesco in the January issue.

I love your magazine and look forward to all the up-to-date information you provide on the houseware industry.

Now that I will have more time on my hands, I plan to read every issue cover to cover. But if I may say so, I think this issue was something special.

Gordon Taylor, (retired from Danesco)

Thank you for all the hard work you do

for our industry. I want to say congratulations on your induction into the Canadian Housewares Hall of Fame. It's very cool that you are the first non-vendor/non-retailer to be inducted. That is just great and well deserved.

Trevor Kidd, Browne & Co

Thank you so much for the tribute to Al Langelaan in the November issue of *Home Style*. The comments made by yourself, Phyllis Kramer, Ford Nixon, Jim Moodie and Kate Wise were wonderful to read. Through Al, I met all of you and was so taken by how people in the industry felt about him. I know he gave back so much in return.

Heather Richardson Langelaan

I took the time to read your latest issue of the magazine cover to cover and was so thrilled to read that you have been

chosen as a Housewares Hall of Fame inductee. What a well deserved honour – congratulations!

In addition, I want to thank you for mentioning my retirement in the news section. You certainly look after the people in the housewares industry.

Wayne Canning (retired from Trudeau)

Congratulations on your induction into the Housewares Hall of Fame. It's nice to see "nice things happen to nice people". You've earned it.

Berni Gelinias, Kitchen Widgets,  
Sarnia, Ontario

Wanted to take a minute to congratulate you on your upcoming induction into the 2016 Housewares Hall of Fame. This is a much deserved honor. You do a great job for our industry.

Juanita Coumbias, Starfrit



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Congratulations to **Bill Marshall**, above, the Alberta account manager for Zwilling J.A. Henckels. Bill celebrates his 30th anniversary with the company this year.

In mid-January, customers and vendors were saddened to hear that, after 20 years in business, **Call the Kettle Black**, one of Edmonton's favourite kitchen shops, closed its doors. Co-owner Randall MacDonald cited the economy, a change in shopping habits, and the closure of a major access road to the store's shopping complex as the reasons for the closure.

### Wayfair launches Canadian website

U.S. online retailer Wayfair officially launched a Canadian website in January. It offers more than seven million items from more than 7,000 suppliers, including a network of Canadian suppliers. Wayfair is currently the biggest online-only furniture and home decor store in the U.S. For now, orders will be shipped from consolidation centres in Kentucky and Utah.

### Mark your calendar for Canada Night 2016

Canada Night 2016 is getting lots of buzz this spring, with nine new sponsors and new features such as a whiskey tasting bar and live jazz.

The annual event, scheduled for Sunday, March 6th, from 6 p.m. to 8 p.m. at the Renaissance Ballroom of the Inter-Continental Hotel on Michigan Avenue, will attract hundreds of housewares vendors, retailers and buyers. It's an ideal opportunity to network, catch up with old friends and share experiences in a purely social setting with beer, wine and appetizers.

A great way to display our Canadian pride at the Chicago International Home + Housewares Show, the event is free to industry retailers and retail buyers (the cost is absorbed through ticket sales to vendors and sponsorships).

To register or purchase tickets, please contact Maureen Hizaka at [maureen@chhma.ca](mailto:maureen@chhma.ca) or Laurie O'Halloran at [laurie@homestylemag.ca](mailto:laurie@homestylemag.ca).

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### It's 'lights out' for Panhandler on Broadway

Broadway Panhandler, a popular kitchen store that opened in Manhattan 40 years ago and is beloved by home cooks, celebrities and restaurant chefs, has announced it will close this spring when its owner and founder, Norman Kornbleuth, retires.

Kornbleuth said that his two daughters were not interested in running the business and that his efforts to sell the company fell through. He has yet to decide the date when the store will close its doors for good.

Outfitted with towers of industrial shelving overstuffed with cookware, draped with gadgets and stacked with bakeware, Broadway Panhandler has a customer base that includes the chef Jody Williams, who owns Buvette and is an owner of Via Carota, and actors James Spader, Uma Thurman and Daniel Craig.

## IIC becomes Dutch Creative Brands

International Innovation Company (IIC), marketer of Vacu Vin barware and kitchenware, has uncorked a new retail sales entity, Dutch Creative Brands, marking the family owned company's 30-year evolution from a wine preserver specialist into a resource for a broad range of housewares.

Dutch Creative Brands will now encompass two brands: the core *Vacu Vin* brand in wine accessories and barware, serving many retail channels; and the newly introduced *Tomorrow's Kitchen* brand, under which it will market kitchen tools and gadgets.

The Vacu Vin brand is slated for 26 new items, expanding its assortment of wine and bar accessories to more than 100 products. The selection includes new, moderate-priced versions of basic items intended to facilitate broader retail distribution of the brand without disrupting the upmarket distribution of better-priced core items. Retail packaging has also been redesigned.

## A new look for GC

On the heels of its 35th anniversary, Gourmet Catalog & Buying Group announced a rebranding effort at the annual Start The Year Member Conference at AmericasMart Atlanta in January.

Gourmet Catalog has shortened its industry branded name and has changed its logo and colour palette. It will be rolling out the new brand look on all of the group's marketing materials, effective immediately. The group will launch a new, refreshed website, and has updated its mission statement, as well as its store and vendor promise.

According to founder Janis Johnson, the name change was spearheaded by the group's communications and branding coordinator, Claudia Conard.

"Gourmet Catalog will be our official corporate name but many in the industry have been referring to us as GC for years. We finally have taken the plunge and shortened our industry name to GC or GC Buying Group," she explains.

## Nordic Ware celebrates 70th anniversary



Nordic Ware, the creator of the Bundt pan, celebrates its 70th anniversary with a grand gala in early January. Held at the stunning new Marriott Hotel at the Mall of America in Bloomington, Minnesota, the event attracted Nordic Ware employees and executives, industry vendors and brand representatives from across North America. There was also a video address by Senators Amy Klobuchar and Al Franken.

During the evening, Governor Mark Dayton read an official proclamation while guests created a time lapse puzzle. In front of a "wall dedicated to the Bundt pans", CEO David Dalquist unveiled three new 'gold' products created to mark the 70th anniversary.

Consumers and professional bakers have used, and passed down, the iconic Bundt pan for generations.



Above, Nordic Ware CEO David Dalquist and co-founder Dorothy Dalquist.

Right: Milton Tjin, Chris Everett and Roger Smith of United Sales & Marketing, the company's Canadian distributor.

Jennifer Dalquist and David Dalquist unveil the three new anniversary products.



Staying true to its roots in high-end major appliances, the Wolf brand has been expanded to housewares with a new assortment of kitchen electrics, cookware and cutlery under the Wolf Gourmet brand. Wolf Gourmet officials say their products are positioned for high-end retailers, which includes independent gourmet stores.



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## HBC plans to buy Gilt Groupe Holdings

Hudson's Bay Company is preparing to pay \$250-million (U.S.) cash to buy Gilt Groupe Holdings, a membership-based online retailer that caters to shoppers in the millennial generation. Gilt has more than nine million members and the acquisition is expected to add about \$500-million to HBC's overall revenue.

About half of Gilt's revenue is generated by mobile shoppers so the acquisition will complement HBC's growing digital business.

Headquartered in New York City, Gilt was founded by Kevin Ryan in 2007 as an invitation-only site for women's clothing. It has since expanded into products for homes, children and men.

## Sears to close stores

Sears Canada is preparing to close another round of stores, raising more

questions about its fate and putting pressure on landlords who already have a lot of empty retail space.

Brandon Stranzl, executive chairman of Sears Canada, says the company has instructed real estate firm CBRE to look for alternative uses for Sears's weakest stores, such as its clearance outlets. As well, Sears officials are working internally to shrink its store network.

Sears sales declines over the past decade underline the urgency for it to reduce its footprint. The retailer's sales have plummeted by almost half to just over \$3-billion in fiscal 2015 from about \$6-billion 10 years earlier.

## WS expands program

Williams-Sonoma has expanded its monthly Artisans' Market program to 75 stores in the U.S. and Canada. The Artisans' Market program is an extension of Williams-Sonoma's ongoing commit-

ment to the artisan food community.

The markets have also come to serve as an incubator for small, local producers who have evolved and successfully scaled their production to serve the more than 240 Williams-Sonoma retail stores nationwide.

## Home Depot explores the connected home

"Evolutionary ideas" rather than "new ideas" are dominating the Internet-connected home device space says Amanda Parrilli, Home Depot's director of business development for Smart Home. More players are coming to the market with devices capable of multitasking functions. Some of the connected appliances are fascinating, including a fridge with a screen on the front that serves as the family's calendar and a camera inside so users can use their smartphone to see which groceries need restocking.

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### NPD Group expands category coverage

The NPD Group has launched additional segment coverage of the kitchen gadgets, food storage and portable beverage categories, expanding the breadth of its housewares retail market data offerings. In addition, NPD has added census retail tracking for food and drug retailers to its core tracking service.

The new services are a direct result of NPD's market information partnership with Nielsen earlier this year. The new tracking has been integrated into NPD's existing POS tracking software.

"We are now tracking \$7.1 billion of retail sales in the housewares industry," says Lora Morsovillo of The NPD Group. "Kitchen gadgets alone represent about \$1.4 billion of that total. When you roll these three new categories together, the total is \$3 billion of volume. Add that to the \$4 billion we

had already been covering and we have almost doubled our coverage."

Kitchen gadgets is the largest of the new categories, with NPD reporting that more than 305 million gadgets were sold in the U.S. in the 12 months ending October 2015. NPD has broken the category down into preparation, cooking, serving, specialty and entertaining.

The food storage category includes both disposable and non-disposable storage containers, as well as specialty storage containers designed for specific foods, which NPD reports is the fastest growing segment with a 23% increase in dollar sales versus the prior year.

Portable beverageware, led by acrylics, is the fastest growing material in this category. NPD tracks vessels with lids including travel mugs, water bottles, and highball/tumblers with lids. Children's beverageware, mason jar-shaped beverageware, mugs, dispensers and punch bowls will be added soon.

### Retailers brace for more change in 2016

In 2015, consumers' digital-era demands caught up with businesses that weren't prepared. It was a year of progress for e-commerce and small businesses in Canada, as more companies made strategic investments to reach customers across multiple channels.

The key trends that will continue to shape retail in 2016, according to Andrea Stairs of eBay, include:

#### *Fierce competition*

It's survival of the fittest for retailers. A number of players, including Target and Sony, have pulled out of Canada due to poor sales, poor execution or unsustainable cost structures.

Brick-and-mortar stores still have value in the form of sales and brand experience, but in this volatile landscape, companies need to make every square foot count while building a strong online presence in tandem.

#### *Event shopping*

Black Friday and Cyber Monday were created by U.S. retailers but are now firmly established in Canada. Retailers are holding their own shopping events in other parts of the calendar. Wal-Mart Canada and Canadian Tire both created Black Friday-ish events around Canadian Thanksgiving this year.

#### *The falling dollar*

With a low loonie, traditional retailers are facing high-priced import stock. On the flip side, it's been a great year for exporting businesses. The weak Canadian dollar, low energy prices and growing U.S. economy has created favourable conditions for Canadian small and medium enterprises to increase their export presence.

#### *Mobile is a must*

Sales are increasingly "digitally influenced" by mobile sites and applications built for product research, deal comparisons and efficient purchasing. Statistics Canada reports just 19% of Canadian companies have websites optimized for mobile. Canadian businesses must all be online to stay competitive.

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## Walmart goes organic

In a move that may have big implications for Canada's multibillion-dollar organic food industry, Walmart Canada has quietly launched a new lineup of organic products under its Great Value store brand. It's a shift Walmart has already made in the U.S., where the chain began selling a collection of pantry staples in 2014 under the Wild Oats organic brand at prices that were 25% lower.

Several new Great Value "Organic" products are now on the Walmart.ca website, all displaying the federal logo certifying each item as organic.

## Interactive eating

Researchers are investigating ways technology can be used to improve the food intake of picky and sick eaters, including elderly patients who have a diminished sense of taste. Innovations being tested include a spoon that uses electric

impulses to stimulate taste buds, plates that track food intake and reward eaters with game points, colorful plates that encourage eating and a stabilizing spoon that counteracts the tremors of Parkinson's patients.

## Fiesta is bowled over

Consumers are increasingly combining veggies, grains and proteins into a single dish, a trend that's spurring sales of serving bowls. Sales of Fiesta bowls jumped 17% last year and now account for a third of the company's sales.

An online survey of 1,000 people conducted by Moneris earlier this year found that 77% of respondents preferred to pay for purchases by debit or credit card, and 65% said they rarely buy anything with cash anymore.

## TOP TEND FOOD TRENDS FOR 2016

The Food Channel has released its top 10 food trends for 2016. The list, which has been published for the past 28 years, identifies some of the significant changes expected to hit the food world. From restaurant etiquette to cultural trends, The Food Channel predicts that the following will impact the food industry the most in 2016:

- **Clean Label:** Growers and food manufacturers are removing preservatives, artificial flavors, antibiotics, and other potential allergens in response to consumer demands for transparency.
- **A No Tipping Future:** Joe's Crab Shack is the first major chain to test a no-tipping policy, and New York restaurateur Danny Meyer is a leading advocate. Watch for "hospitality included."
- **Tangy:** The newest flavour palate. What used to be sweet, now is savory, and vice versa.
- **The New Vegan:** Consumers want true personalization around what they eat, and that makes it difficult to eat at a fast food restaurant on a vegan diet.
- **Searching for Super:** Everyone is trying to find the next superfood. It has become a never-ending search, leading to quick introduction of new foods with quick turnaround if they don't "stick."
- **Merging Markets:** We haven't seen a lot of innovation in the food world recently. It seems the only way to grow is to combine.
- **Cultural Diets:** People are searching for their own culture, and are realizing that there may have been health benefits for their genetics and body type.
- **Decadent Desserts:** Decadence is making a comeback. Restaurants have developed a competitive culture where each tries to outdo the other.
- **Coffee Flavor and Flair:** Instead of flavoring our coffees, now we are flavoring nearly everything else with coffee: chewable coffee cubes, coffee candy, coffee rubs, and coffee beer are just a few.
- **Food Entertainment:** Our love of food has moved from the Food Network to mainstream television and movies, not to mention merchandising.



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Le Creuset Canada has introduced Bonbon, the newest colour to adorn its assortment, including its coffee/tea collection, shown above. Bonbon captures both soft and vibrant tones of pink that evoke romance and decadence. Bonbon was unveiled in stores in February, accompanied with seven new specialized recipes. Colour has been at the heart of Le Creuset since production began over 90 years ago. The company has been a trailblazer in pigmented cookware with a range of bold, rich colours.

Subtle, yet striking, the Bonbon collection combines a calming pink and a stimulating pink shade that are timeless. Invoking sashimi, champagne and other international classics, Bonbon is designed to fit in seamlessly with other pieces from the Le Creuset collection, including Licorice, a sophisticated matte black that was launched last year, and Le Creuset's European-made stainless steel line of cookware.

### Dancing in the aisles?

Fifty-eight per cent of Canadians say hearing music in the supermarket makes shopping more enjoyable, according to the survey by the Society of Composers, Authors and Music Publishers of Canada. Among the findings: 28% say music slows their shopping and 24% believe it makes them stay in store longer. Thirty-four per cent of Canadians admit to singing and dancing in the aisles and another 33% have lingered in a store to finish hearing a song.

So what type of music do Canadians want to hear while shopping? Seventeen per cent like pop, 10% rock, 9% jazz/blues and 6% R&B/hip-hop. But nearly half (49%) prefer a mix of styles.

However, 19% of those surveyed do not want to hear any music. Older shoppers are more likely to prefer the sound of silence – 45% of those 65 and up don't like to hear music in a grocery store, followed by 22% among the 55-to-64 set.

### Report shows housewares sales gains in line with previous year

Data in the recently released State of the Industry Report from the International Housewares Association reveal an overall retail sales increase of 2.6% in 2014. This is identical to the percentage increase posted in 2013 and slightly lower than the 2012 increase (2.9%).

In keeping with past reports, this State of the Industry Report provides a projection of global sales using current U.S. dollar valuations. Several basic economic variations are reflected in the housewares global market projections, including changes in Gross Domestic Product, population and currency for all available countries.

In the U.S., total housewares expenditures increased 2.3% in 2014. Average U.S. household total expenditures increased 4.7% in 2014 versus 2013, according to the U.S. Bureau of Labor Statistics. Consumers spent more in 2014 in five of six major areas where IHA member companies compete for household spending. Average household expenditures increased for restaurant meals, education, fruits & vegetables and dairy products. Gasoline & motor oil is the only category showing a decrease.

The average (mean) size of IHA member companies increased to \$19.5 million. The median (mid-point) of the survey remained in the \$2 - 4.9 million range. Size distribution remained consistent with prior years as 70% of these companies reported annual sales under \$10 million in 2014.

Over half (61%) of IHA member housewares companies produce all of their products in countries other than the U.S.

Most (91%) sell their products globally. Canada, Mexico, Western Europe, Latin America and Australia are export destinations for over half of these companies with Canada an export destination for 78% of member companies this year.

The American mass merchants/supercentres channel was the sales leader in fewer housewares product categories in 2014. Specialty stores, the overall number two channel in housewares sales, became the sales leader in three categories and catalogues/TV led in two. Retail channels physical and virtual retail options for consumers (mass merchants/supercentres, supermarkets, warehouse clubs and drug stores) saw percentage sales declines versus last year.

Overall U.S. non-store retailing had the largest share of housewares sales in 2014. E-commerce retail sales continue to post yearly total sales gains. When combined, these housewares retail channels – Direct to Consumer via Manufacturer Website and Catalogs/TV and Internet Retailers – reached 21.8% in share of total housewares retail sales versus 15.5% in 2013, 15.0% in 2012 and 13.1% in 2011.

The top three categories were cook and bakeware (16.5%), kitchen tools and accessories (14.5%) and tabletop (12.7%). Kitchen electrics slipped to number four (10.4%). This is more than 2013 (\$584) and little changed since 2005 (\$578).

To put annual housewares spending in perspective, it is helpful to compare it to consumer spending in other areas. For example, U.S. households spent more on housewares than they did on dairy products.

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## E-commerce growth a goal for Ikea Group

Ikea Group is ramping up its e-commerce business and hopes its website will account for 10% of revenue by 2020.

Worldwide online sales exceeded 1 billion euros for the first time in the year ended in August, accounting for about 3% of total sales. That number is expected to rise to 10% of sales by 2020, by which time the retailer will have expanded web sales to all its markets.

Ikea's business model is less suited to online selling than for many retailers, as it has mostly relied on shoppers driving to its out-of-town destination outlets, collecting purchases themselves from warehouses, and spending time trans-

forming flat-packs into bookshelves and beds. But the company is investing in new online systems, including one that will smooth the flow of orders, which should help it reach a target of 50 billion euros (\$55 billionUS) in sales by 2020.

Ikea is testing its new web systems in Ireland and hopes to start online sales in additional markets either this year or in 2017. The company currently has online sales in 13 of its 28 retail countries.

The growth of e-commerce has outstripped that of brick-and-mortar retail stores. While e-commerce should play a bigger role, the company also expects new stores and an improved product offering to help total sales grow between 8% to 10% in coming years.

## Newell buys Jarden

Last December, Newell Rubbermaid agreed to buy Sunbeam and Coleman products maker Jarden Corp for more than \$15 billion in a deal that will give it more leverage with retailers such as Walmart. (Last October, it was reported that Walmart, which provides nearly 13% of Newell Rubbermaid's revenue, was asking suppliers to cut prices.)

The deal will help accelerate growth and make it easier for Newell to fend off demands for price cuts. It gives Newell Rubbermaid ownership of more than 120 Jarden brands, including Sunbeam, FoodSaver, Coleman, Yankee Candle and Crock-Pot. It will also significantly increase its U.S. distribution network.

The deal has a value of \$13.22 billion. However, Newell Rubbermaid said that on a fully diluted basis the offer was valued at \$15.4 billion.

The combined company, to be called Newell Brands, will have annual sales of \$16 billion.



## 2016 FLAVOUR FORECAST

McCormick & Company has unveiled its annual McCormick Flavour Forecast. Among the emerging trends is a spotlight on under-explored Southeast Asian fare – Malaysian and Filipino – and the evolution of the insatiable appetite for spicy.

Heat and tang, tropical Asian, blends with benefits, ancestral flavors, culinary-infused sips and alternative “protein” pulses are the top flavour profiles for 2016.

Heat + Tang – Spicy finds a welcome contrast with tangy accents to elevate the eating experience. Peruvian chilies like rocoto, ají amarillo and ají panca paired with lime. Sambal sauce made with chilies, rice vinegar and garlic.

**Tropical Asian:** The vibrant cuisine and distinctive flavors of Malaysia and the Philippines draw attention from adventurous palates seeking bold new tastes. Pinoy BBQ, a popular Filipino street food, is flavored with soy sauce, lemon, garlic, sugar, pepper and banana ketchup.

Rendang Curry, a Malaysian spice paste, delivers mild heat made from chilies, lemongrass, garlic, ginger, tamarind, coriander and turmeric.

**Blends with Benefits:** Flavorful herbs and spices add everyday versatility to good-for-you ingredients. Matcha's slightly bitter notes are balanced by ginger and citrus. Chia seed becomes zesty when paired with citrus, chile and garlic and Flaxseed enhances savory dishes when combined with Mediterranean herbs.

**Alternative “Pulse” Proteins:** Packed with protein and nutrients, pulses are elevated when paired with delicious ingredients.

Pigeon peas, called Toor Dal when split, are traditionally paired with cumin and coconut. Cranberry beans, also called borlotti, are perfectly enhanced with sage and Albariño wine. Black beluga lentils are accented with peach and mustard.

**Ancestral Flavors:** Modern dishes reconnect with native ingredients to celebrate food that tastes real, pure and satisfying.

Ancient herbs like thyme, peppermint, parsley, lavender and rosemary are rediscovered. Amaranth, an ancient grain of the Aztecs, brings a nutty, earthy flavor. Mezcal is a smoky Mexican liquor made from the agave plant.

**Culinary-Infused Sips:** Three classic culinary techniques provide new tastes and inspiration in the creation of the latest libations. Pickling combines tart with spice for zesty results. Roasting adds richness with a distinctive browned flavor. Brûléed ingredients provide depth with a caramelized sugar note.

## Lowe's buys RONA

Lowe's plans a significant expansion into the Canadian home improvement market with the acquisition of Rona. The total transaction value is Canadian \$3.2 billion, or about U.S. \$2.3 billion.

In a joint announcement in February, Lowe's and Boucherville, Quebec-based Rona said they had entered into a definitive agreement under which Lowe's would acquire all of the issued and outstanding common shares of Rona for Canadian \$24, or about U.S. \$17.31, per share in cash, and all of the issued and outstanding preferred shares of Rona for C\$20, or about U.S. \$14.42, per share in cash.

Combined, Lowe's Canada and Rona stores will emerge as Canada's leading home center retailer with 2015 pro forma revenues from Canadian operations of approximately C\$5.6 billion, or about U.S. \$4.04 billion. With transaction and integration costs excluded, the parties stated that they anticipate the transaction to be accretive to Lowe's earnings in the first year following the close of the acquisition.



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*Editorial Submission Deadline:*  
**\* April 8, 2016**  
(laurie@homestylemag.ca)

*Advertising Material Due:*  
**April 29, 2016**  
(michael@homestylemag.ca)

\* Note revised deadline

## Show Business

### Hong Kong Fair focuses on chic ideas

Asia's leading housewares event, the Hong Kong Houseware Fair, brings 2,100 exhibitors together under one roof at the Hong Kong Convention and Exhibition Centre from April 20th to 23rd. It provides buyers with an overview of the latest trends, revealing trendy, chic ideas fresh in the market. Attendance of more than 28,000 buyers from 115 countries contributed to the success of the 2015 event and confirms the fair's effectiveness as a sourcing and knowledge-gathering platform.

The Hall of Elegance is a stalwart of the fair, providing a platform for designer collections and trendy houseware products. The sophisticated surroundings of the zone reflect the high quality of the exhibitors.

Interior Furnishing Materials is a new zone for 2016, targeting interior designers, engineers and architects. It focuses on materials for interior design and remodeling projects, including decorative materials and furnishings as well as interior elements such as wallpaper, paint, flooring materials, ceramics, glass, DIY tools, etc.

World of Pet Supplies is a one-stop sourcing area catering to the boom in pet ownership around the world while the hktcdc.com Small Orders Zone features a selection of products with MOQ of 5-1,000 pieces, for buyers' flexibility and convenience.

Seminars presented by industry insiders provide insight into a range of topical issues, such as R&D, market intelligence and upcoming trends, while networking events bring buyers, exhibitors and international media together, enabling them to exchange ideas and strengthen relationships, all in a convivial atmosphere.

The Product Demo and Launch Pad is a showcase whereby buyers can interact directly with exhibitors and obtain a close-up view of their latest products.

The concurrent HKTDC Hong Kong International Home Textiles and Furnishings Fair offers an array of related sourcing opportunities in the area of home and contract textiles, including bedding products, carpets, decorative fabrics & curtains, kitchen textile products and much more.

The HKTDC Hong Kong Gifts and Premium Fair will be held immediately following the Houseware Fair, at the same venue from 27-30 April, 2016. Register at [www.hktcdc.com/r/hkhousewarefair/1](http://www.hktcdc.com/r/hkhousewarefair/1).

### UK show features return of appliance segment

Exclusively Housewares, which will mark its 15th year in June 2016, is sold out, with all its 120 exhibitor spaces confirmed.

The housewares trade show runs every year at the Business Design Centre in London, and is a well-established event in the housewares industry calendar. It's new sister show – Exclusively Electrical – will make a welcome return in 2016 following its successful launch in 2015. Designed for retailers who sell small domestic appliances, the show will once more feature 25 of the top kitchen and home appliance suppliers and brands including KitchenAid, Jura, Meyer, Magimix, Blendtec Groupe SEB, Witt, Salter, Dualit, Vita-Mix, and Smart Worldwide.

Both shows will run on Tuesday, 14 and Wednesday, 15 June 2016 at the Business Design Centre, London.

The shows are run by the British Home Enhancement Trade Association and offer exhibitors and retail visitors the opportunity to be part of a unique event.

"Exclusively Housewares was created to provide a level playing field for housewares vendors to exhibit without the need to build or fund a large trade booth," explains show operations director Simon Boyd. "Our 'Shell Scheme only' layout and restricted stand sizes have become fundamental to the nature and style of the show and remain very popular with suppliers and visitors alike!"

Another key element of the original set-up was that visitors should be restricted to bona fide buyers who will be treated very well. The hospitality at Exclusively Housewares includes free coffee and tea trolleys and free lunch for retail guests.

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The 2016 *gia* award for Canada goes to  
**Lakehouse**

An exceptional home store in Kelowna, B.C. takes the prize



*Home Style Magazine* is delighted to honour Lakehouse Home Store in Kelowna, B.C. with the 2015/16 Global Innovator Award (*gia*) for housewares merchandising excellence. Located in the stunning Okanagan Valley on the shores of Lake Okanagan, this beautiful retail store is assembled like a great recipe, combining unique ingredients to create an exceptional and unexpected shopping experience.

The mission of owners Ben and Sue Boschman, shown left, is to provide clients with a unique shopping experience by showcasing products that have purpose and great design in the 4,200-square-foot space.

Within the walls of Lakehouse, the displays are designed to reflect all as-

pects of the Okanagan home and lifestyle. And to further enhance the customer experience, all Lakehouse staff provide excellent in-store service.

Lakehouse opened in December of 2011, after the Boschmans identified a void in the market. The upscale homes in the Okanagan were their inspiration and they were determined to entice the local consumers who were travelling to larger centres outside Kelowna to shop for kitchen and home decor items.

They felt the name Lakehouse embraced and reflected the beaches, vineyards and casual warm-climate culture that is the hallmark of the region. With the slogan "Live. Cook. Play", the brand vision is a combination of upscale home and cottage life.

Capitalizing on their design and architectural backgrounds, the couple designed the store layout to direct traffic to the left and clockwise around the store. Customers are initially presented with "want-based" merchandise and as they move through the space are presented with "need-based" merchandise.

The focal point of the store is a large square of granite-topped millwork with dropped ceiling above, two checkouts on one side and a fully functioning demo kitchen on the other side.

Ben and Sue Boschman will travel to Chicago for the International Housewares Show where they could be selected as one of five global honorees from over 25 national winners at a gala *gia* dinner on March 5th.





The layout of Lakehouse and the product displays are meant to create 'hot spots' and general visual excitement. Window displays for the streetfront store (there are eight side windows in total) are changed monthly. Merchandise is displayed 'free form' rather than structured due to the eclectic mix of products. A focal point of the store is a massive granite-topped mill-work island with two checkouts and a demo kitchen. The store is lit by 100-plus LED projectors that can be redirected as required. There are eight speakers strategically placed throughout the store playing a carefully curated playlist.





The fully-functioning gourmet kitchen, below, allows Lakehouse to host in-store events such as book signings, guest chef demos or cooking classes. Customers can also shop on the Lakehouse website at the store's 27-inch computer station.



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# Shifting gears

Kirk Leier made a risky move midway into his career when he decided to leave his comfortable bank job and open a brand new kitchen shop in Regina's Normanview Mall

By Jane Zatylny

Yogi Berra once said, "When you come to a fork in the road, take it." And that's exactly what Kirk Leier, the owner of Regina's two KitchenGear stores, did in 2003.

Kirk, then in his early 30s, was working at a call centre for a chartered bank.

"I was doing well, I enjoyed working in customer service, and I was just about to move into a branch to be promoted to personal banking," he remembers.

Instead, he made a move in a very different direction. "I signed a lease for a store, and opened my own business."

The decision wasn't entirely impulsive. As a teenager, Kirk had worked for his aunt, Debra Huber, in her Regina gift store, now called Auntie Fannie's Furniture. He first started visiting the store when he was 12, helping out with small tasks like stamping her receipt book with the store's name and vacuuming at the end of the day.

As he grew older, he started to work the floor, make sales, and create displays. "My favourite part was when we got something new in the store," he says. "I liked pricing it, putting it on the



floor, displaying it... that was the fun part of the experience."

Kirk eventually moved into the hospitality industry, before starting his job at the bank in 2000. It was while working there that he found his destiny.

"When I saw other stores selling kitchen and giftware products, I always thought, 'I can do better'. I can offer better pricing, better displays, and more of a focus on the cooking end of the business," he recalls.

That was in May 2003. By June, the store was incorporated, and in September, the first location of KitchenGear opened in the Normanview Mall on the city's northwest side.

Kirk chose the 600-square-foot location to test the waters. "Plus, it was close to home, and I had a young family."

The choice of name was simple as well: "My biggest thing with a name is that it needs to be self-explanatory," says Kirk. "The original tag was KitchenGear, Home Décor and Gifts."

Kitchen products represented about 50% of the store's inventory in the early days, followed by giftware at about 30%, and home décor items, like candles, baskets, mirrors, and pictures, at about 20%.

Customers reacted positively to the store's offerings, though there were a few behind-the-scenes growing pains. "We were very green, so there were a lot





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## Retailer Profile: KitchenGear

of questions about how things worked,” says Kirk. ““We were often swayed because someone wanted to sell us something, so in those early days, we didn’t always have the best products in some areas.”

Another challenge was price point: customers had to be educated about the value of the more expensive lines he was carrying. But as Kirk worked with the product knowledge he received from some of his first suppliers, including brands the store still carries, like Wüsthof, Paderno, and Danica, he and his staff became more educated, and in turn, customers became more accepting of higher price points.

Soon, Kirk began to gravitate away from home décor towards practical kitchen items. Then in 2004, he made another decision: to move the store to Northgate Mall, the city’s first enclosed shopping centre. “Normanview was converting to more of a strip mall, so we decided to move,” he explains.

Existing customers followed the store to its new 1,098-square-foot location, and the mall’s foot traffic added to the store’s successful transition. “People came to our new location because we were giving them more knowledge about what we were selling, instead of just the product,” he says.

The move also gave Kirk an opportunity to further fine tune his product selection. “After our first major Christmas in that mall, I realized this could be quite amazing. Building that momentum was fantastic.”

There were challenges as well, including balancing the needs of his young family with his growing business. Financially, Kirk says he learned how to manage very quickly. “That’s always a challenge in retail,” he says.

Finding the next big thing for his customers was another challenge. And once he brought a hot new product into the store, he then had to ask his customers to pay \$100 for a premier item, like a fry pan, they had always purchased for \$20. “It was a big leap,” says Kirk. “We had to just jump in with two feet and see what happened.”

Next, Kirk decided to venture about an hour west to Moose Jaw with his concept, installing a KitchenGear shop-within-a-shop in an antique store there in 2007. After a few months, he decided to open his own retail location there, which he maintained until 2012.

Another turning point came in January



The first store opened in Regina’s Normanview Mall in 2003 but it was moved to the Northgate Mall in 2004. A second KitchenGear is now located on tony Hill Avenue.





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## Retailer Profile: KitchenGear



A lime green countertop brightens up the cash desk. Below, the stores carry a wide range of cookware, gadgets, knives and accessories.

2011. "I was in the Browne & Co. booth at the Toronto Gift Show, and my rep, Kelly Jordon-Mowat, introduced me to Carol Brundige and Debbie Kosior from Crocus & Ivy, a gift shop in Regina," says Kirk. "In the middle of the booth, Carol asked me straight up, 'Are you



looking for another location?"

The location in question was a 1,000-square-foot space on Regina's tony Hill Avenue, a premium shopping area surrounded by upscale homes in the city's Lakeview community. "Without taking a breath, I said, 'yes,'" says Kirk. "We opened that April."

Now in its fifth year, the Hill Avenue KitchenGear is one of about 10 anchor retailers in the subdivision, which includes the city's only independent gro-



cery store, a credit union, and boutiques. "Hill Avenue is our gem right now," says Kirk, adding that the store benefits from destination shoppers as well as regular foot traffic.

With its move across the street from Northgate Mall to a strip shopping centre, the North Albert KitchenGear location upgraded to the more upscale lines Kirk added when he opened the Hill Avenue store, including Le Creuset and Shun knives. Other lines, like All-Clad and Staub, were expanded upon.

"We made the selection bigger and better and brighter," he explains, adding that he does focus more on luxury at the Hill Avenue store. "Customers are definitely more affluent there. They know what they want, while it's still sometimes a learning curve for the North Albert customers."

Now in his 13th year of business, Kirk says he continues to be on the look-out for unique products. "We're always looking for something that's not available at the local grocery or department store," he explains. "We want something our customers only need to buy once – unique, quality products that are going to last."

The product mix today reflects the new KitchenGear tagline – knives, cookware, and gadgets – and focuses on Canadian and U.S. products as well as luxury international brands like Emile Henry and SCANPAN.

"We're dealing with the functional kitchen now," explains Kirk.

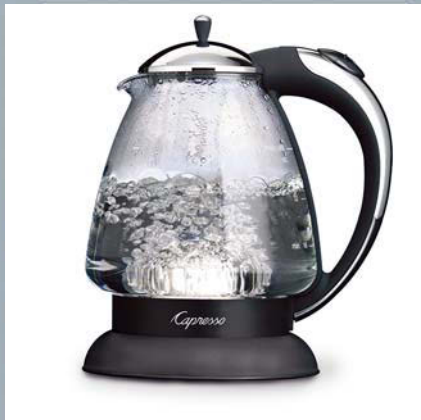
The stores also carry a number of unusual products that sell extremely well, like Fresh Wave natural odor eliminator. "It's a fantastic little line," he adds. "I never thought we'd sell something like that, but it's one of our best-selling collections."

WellnessMats are another strong seller at both stores. "Their sales rival all of my knife sales," says Kirk. "We have one in front of the till, so every customer who makes a purchase will stand on it before they leave the store. It sells and sells and sells."

Kirk also likes to buy local products, such as a chain mail pot scrubber and Three Farmers Camelina Oil.

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## Retailers Profile: KitchenGear

He deals with about 10 major suppliers and about 50 dealers in total. "We're in the middle of the Prairies, so we're not represented as easily as some other places in Canada, but we have about five really good reps who travel into or near Regina," he says. Kirk also attends the Toronto Gift Show twice a year, as well as the Chicago and Atlanta shows to round out his product research.

We spoke with two of Kirk's reps about his approach to retail.

"Kirk has an eye for quality product, and he's always looking for unique items," says Brown's Kelly Jordon Mowat. "He has great marketing abilities, and he's not afraid to innovate."

Todd Stevens from J & L Agencies agrees: "He strives for customer service and is always looking for something new and innovative to have in his stores. Kirk's passion and knowledge make him an exceptional retailer.

Kirk uses social media, newsletters, and occasional advertising to attract

business. "We are focusing on a city magazine this year that is more of a coffee table book. It gives us an opportunity to have our name seen in a doctor or dentist's office."

KitchenGear kicks off the Christmas season in late November with a customer appreciation night. The summer gift season is also important for sales, with life events like weddings, Mother's Day, Father's Day, and graduation. "We try to capture these gifting opportunities by offering individuals something that will be a lifetime gift.

Spring is another important sales period. The store participates in a home and garden show with a large selection of the WellnessMats. "Last year was our first opportunity to get into it, and it was a fantastic success," says Kirk. "We did well selling the mats, and it gave us a chance to tell people about the stores, if they weren't already customers."

Six employees rotate between the two locations, and they're all great cus-

tomers themselves, says Kirk. Hands-on knowledge is supplemented by product information from distributors, but the staff of KitchenGear are certainly not green about the products carried at the two stores. "A lot of our lines have also remained consistent."

With two stores in Regina and a solid retail concept, expansion back to Moose Jaw is a future possibility. "It's a great little community," says Kirk. "Customers tell us they miss us, and it's always in the back of my mind to go back." For the time being, though, he is focussing on a new e-commerce site, which he plans to launch within the next few weeks.

Thinking back to that fork in the road, Kirk says he's never regretted his decision to trade banking for retail.

"There's been lots of work, lots of struggles, and lots of stress, but at the end of the day, this is who I am," he says. "I've created these stores. This brand is my brand." ☺



### Hong Kong Houseware Fair - Home in on Chic Ideas & Quality Products

Asia's largest houseware event, the **HKTDC Hong Kong Houseware Fair** brings over **2,100 exhibitors** together under one roof. It provides buyers with an overview of the latest industry trends, revealing trendy, chic ideas fresh in the market. The attendance of more than 28,000 buyers from 115 countries and regions contributed to the success of the last event - and is also testament to the effectiveness of the fair as both a sourcing and knowledge-gathering platform.

**Highlighted themed zones for easy contacts**

- **Hall of Elegance** showcases designer collections and trendy houseware products.
- **Interior Furnishing Materials [NEW]** focuses on materials for interior design and remodelling projects.
- **Furniture**

- **Baby Products**
- **Bath, Beauty & Healthcare**
- **World of Pet Supplies**
- **hktdc.com Small Orders Zone** features a selection of products with MOQ of 5-1,000 pieces.

**Enhancing the fair experience**

- Seminars
- Networking events
- Product Demo and Launch Pad

**Cross-over sourcing opportunities**

- concurrent HKTDC Hong Kong International Home Textiles and Furnishings Fair
- 27-30 April : world's biggest gifts event, HKTDC Hong Kong Gifts and Premium Fair




**HKTDC Hong Kong Houseware Fair**

Date: 20-23 April 2016  
Venue: Hong Kong Convention and Exhibition Centre

\*-----\*

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# Motor-driven electrics

## *What's hot in blenders, mixers and food processors*



The **Cuisinart** Smart Stick hand blender and knife is one kitchen appliance that can chop, blend, whip, carve, mix, and grind. It provides eight volts of power and a variable 5-speed control plus the cordless convenience of rechargeable lithium ion batteries and 20-minutes of blend time per charge. The electric knife attachment slices right through meat, breads and more. It has a full-size chef's whisk attachment and a 2-cup chopper/grinder, powered by the Smart Stick. Most pieces are top rack dishwasher safe, and a storage pouch is included. Complementing the line is the Hurricane Pro blender, right. This high end blender offers 3.5 peak horsepower and turbo boost power up to 30,000 rpm.



The **Electrolux** Expressionist Collection blender features TruFlow Technology, which uses a 56-oz tempered glass jar and a formation of three titanium-coated blades to create downward suction for a better blend. With five easy-to-use settings and a durable stainless steel design, the sleek Expressionist Blender is the perfect accessory for any modern kitchen. The new Electrolux Masterpiece Collection Blender, right,

features PowerTilt Technology. The tilted base pulls ingredients down toward a specific configuration of six titanium-coated blades for the perfect blend. The blender's pre-set blending programs include ice crush, smoothie, drink and soup, as well as three additional speeds and a pulse function.





# PRODUCTS THAT STAND THE TEST OF TIME

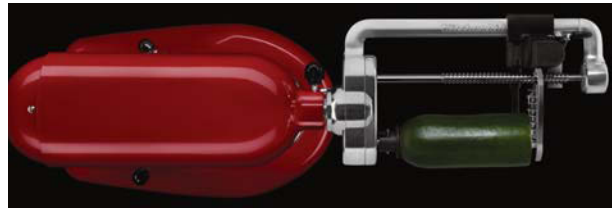


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## **KitchenAid®**

# Motor-driven electrics



**KitchenAid** has launched a new attachment for the iconic stand mixer. The Spiralizer is able to peel, core and slice, allowing consumers to reinvent classic meals. The versatile new attachment has five blades and is perfect for fresh fruit, vegetables and zucchini noodles.

*Spiralized Veggies and "Zoodles" (zucchini noodles) should overtake spaghetti squash as the preferred pasta substitute this year. By swapping spiralized veggies for traditional wheat-based pasta, consumers can save up to 180 calories and 35 carbs in a single serving. Yellow squash, large carrots, parsnips and kohrabi also make for a colourful, "inspired" dish.*

**Hamilton Beach** is planning to unveil several appliances this spring, starting with the 850 series Professional series blender shown on the cover. The blender has a 2.1 peak HP motor and four program settings. The companion Stack & Snap food processor, below centre, has an innovative dicing attachment. It's easy to assemble and has an adjustable slicing blade with 14 thickness settings plus dough. A compact storage box keeps ac-

cessories handy. The new Jamba line will also be unveiled this year. It includes a super chute juice extractor and several high performance blenders. The 32-ounce unit, below left, is designed for quieter blending with a sound dampening shield. It offers infinite speed control and can make any type of smoothie. The heavy duty Jamba Professional, below right, has a peak 2HP motor that blasts through ice or frozen fruit with ease.



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# Motor-driven electrics



Because heat and processing can damage delicate vitamins and minerals found in fruits and vegetables, **Breville** introduced the Juice Fountain Cold with Cold Spin Technology, above left. The juice is filtered through an Italian-made precision mesh filter to ensure insignificant temperature increase to protect the vitamins and minerals. The 850-watt juicer features two speed options and an extra-large feed chute. Breville has also released a mini version of the popular Boss blender. Shown above, it uses both serrated central blades and smooth wide sweeping blades to create a unique folding action to rapidly blend ingredients. It comes with two insulated cups and a stainless steel grinding container for spices or flour. Also new is the Sous Chef 12 Plus food processor, left. It has all the features of the award-winning Sous Chef 16 Pro in a more compact 12-cup size, with auto-pulse, three feed chute options and accessories for slicing, chopping and kneading, powered by a 1000-watt motor. It comes with a bonus storage case.



**Salton's** Harley Pasternak Power Blender is now available in a range of new colours, below. Featuring an 8-blade blending system, this professional 1500-watt unit has 30,000 RPM and 2 HP of power that will prepare hot foods using only friction heat. Also new from Salton stainless steel hand blender with two speeds and one touch operation, right. It comes with a whisk, measuring cup, chopper and wall mount.



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# Drink up!

*The latest in drinkware and stemware*



Tossware is an upscale, recyclable drinkware line that is shatterproof yet delivers the feel of a true wine glass. Available from **InterContinental**, the glasses have a smoother, rounded lip and crystal clarity and are stackable for storage.



**Cuisivin** is unveiling the Oberglas collection of fine crystalline glassware from Germany. Oberglas specializes in producing highly break-resistant, lead-free crystalline glass with machine pulled stems that exhibit characteristics similar to hand-blown glass. Both the 'Elegant' and 'Passion' lines feature brilliantly-clear crystalline with contemporary designs. Cuisivin is also debuting the new Krapht beer collection, shown below. Each glass is designed to provide a full sensory experience of various types of beer.



**Waterford** Town & Country celebrates the exhilaration of the city and the respite of the rural in a new mix and match glassware collection that harmonizes chic sophistication with relaxed elegance. The line includes a flute, wine and tumbler as well as a carafe, pitcher, ice bucket and decanter. Each is sold in pairs in a special 'open view' package so shoppers can see and feel the crystal in the store.



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# Drink up!



**David Shaw Designs** will be promoting the Bohemia line of beer glasses this spring, shown left. Available in selected shapes the glassware is designed to enhance the beer drinking experience. They come gift-boxed and are machine made in Europe of lead-free crystalline.

The ultimate party centerpiece for weddings, the Tower from David Shaw, right, includes a set of 10 champagne saucers designed for stacking. The tiered tower design allows the champagne to cascade from layer to layer. Each set holds one magnum (two standard bottles) of champagne. It comes gift boxed in three finishes: clear, mother of pearl and assorted.



The Equilibrist glass tilts and rotates but it does not spill. Available from **Heveas** of Denmark, the ludic shape allows users to play with the balance and equilibrium of the glass, empty or full, without turning or pouring the content. It features clean, minimalist aesthetics and is made of hand-made blown crystal that is lead-free.

The Durobor Smoothies Bar assortment from **DanESCO**, below, is available in five different styles and sold in sets of two. Each piece is crafted with reinforced rims and a thick bubble base for excellent stability. Danesco is also introducing the Manhattan brandy glass by Anton Studio, far right. The 22-ounce glass has a thick, ice stem and sleek, curved lines.





**Denby**  
1809

# NATURAL CANVAS

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## FORM WITHOUT FORMALITY



*The timeless, neutral tones and shape design of Denby's Natural Canvas make it a range suited to any home's style and color and works equally well when mixed and matched with other items. The 'roulette' texture, inspired by the iconic Chevron pattern of the 60's and 70's, showcases the earthy, artisan roots of the range.*

Denby began handcrafting pottery over 200 years ago, in the heart of the English countryside, using time-honored techniques from skilled artisans. Using Denby's renowned clay, their stoneware range features a number of versatile pieces designed for modern living.

The rich hand-applied glazes offer striking steel like durability, making every piece truly unique. These features make Denby tough enough for everyday and stunning enough for best, offering beautiful form but without the formality.

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MADE IN ENGLAND



# Food Storage

*Colourful new containers help put food in its place*

**Le Creuset's** dishwasher-safe stoneware canisters feature an airtight silicone gasket seal and a glazed interior. The dense stoneware blocks moisture absorption to prevent cracking or rippling. The impermeable exterior resists stains or scratches.



Le Creuset is also launching a new egg crate. This stoneware crate comes in six popular colours and is the perfect addition to any breakfast table.



Snaplock containers from **Accent Fairchild**, left, are engineered for optimal food storage and transportation. Innovative 'freshness ridges' elevate contents off the base to channel moisture away and keep air circulating. Four locking tabs and premium silicone gasket creates an airtight, leak-proof seal. The stackable containers offer graduated sizing for space-saving storage.

Wean Green containers from Accent, below, are designed to store, freeze, reheat and serve. With leak-proof silicone seals and smart clips, not a drop of food (including soup) will find its way out. The tempered glass allows users to pack these containers and not have to worry about a few bumps or spills along the way.



The **Sistema Klip it** Accents collection, below, is a colourful system of stackable, versatile, easy to use containers that are designed to make life easier. Featuring space-saving, stackable shapes, they use a quick and easy clip action to open, close and keep food fresh. Sistema products are freezer, microwave and dishwasher-safe. Made in New Zealand from 100% lead-free virgin materials, the items are BPA and Phthalate-free.





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# Food Storage

The Snapware range from **World Kitchen** combines an air-tight, leak-proof, four-latch plastic lid with a Pyrex oven-safe glass vessel. Featuring a nestable design, the containers have flush latches that are durable and easy to open with write and erase lids that are colour coordinated.



**Frego** food storage containers are made of glass and silicone so consumers can freeze, store, heat and transport foods easily. The line is specially designed for children.



**Swissmar** will be launching two food storage lines by Zyliss, one made of resin and one made of glass. The resin items are designed to keep food fresh 2X longer and are both leak-proof and hygienic thanks to a permanently bonded seal. The oven-proof glass line is multi-purpose and also features a revolutionary, patented seal.



The OXO Good Grips SNAP line of glass and plastic containers from **DanESCO** feature a snap lid with four locking tabs for a leak-proof seal. The containers are made of BPA-free plastic and thermal borosilicate glass that goes from freezer to oven.



The Simax collection from **David Shaw Designs**, shown left, features borosilicate glass cylinders with hygienic, tight-fitting plastic seals. They're available in four sizes and are stackable to save space. Made in Europe, they're also safe for the freezer or dishwasher. Also new from David Shaw are a range of 100% recycled mouth blown glass storage and serving accessories, above right. The packaging for the MIA line is made from recycled cardboard and printed with organic inks.





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with four locking tabs keep food fresh and liquids contained



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to preserve the quality of your ingredients



**NESTABLE & STACKABLE DESIGN**  
for convenient, compact storage

### SNAP™ Plastic Containers



**LEAKPROOF SEAL**  
with four locking tabs keep food fresh and liquids contained



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to preserve the quality of your ingredients



**NESTABLE & STACKABLE DESIGN**  
for convenient, compact storage



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# Cooking with kids



The new **RICARDO** line for kids includes a Santoku knife and a non-slip cutting mat and a fitted apron. Shown above, the children's apron comes in a variety of patterns and colours. The cutting mat is flexible so the user can easily transfer chopped food into a bowl or a pan. The life-sized illustrations are perfect for teaching kids different cutting techniques and helping them with measurements.

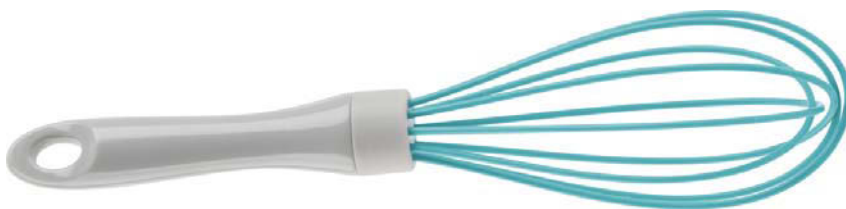


**Salton's** S'Mores maker lets kids enjoy these delicious treats anywhere. There's no need for a campfire. Made of stainless steel, the unit features an indoor-safe heating element that can roast a marshmallow in two minutes. It's safe and easy to use with no open flame. The set comes with four marshmallows sticks and a serving tray with four compartments.

**Trudeau** is introducing the kid-friendly One Stop Pop Up Shop, right. The set includes a European-grade silicone mold with four different shapes – round, heart, flower and star – plus a clear cover top to see when they are ready, 20 cake pop sticks and a stand to display the finished works of art.



PopSome Toddler is a line of food containers from Tomorrow's Kitchen, the new brand from **Vacu Vin**. The colourful snack containers let little hands easily pop open the silicone lids and shake out a small handful of treats. The soft, push-down lids create an air-tight seal when closed.



This new collection of **Trudeau Maison** baking tools come in a range of fun colours. The mini whisk, above, has stain-resistant silicone-covered wires to prevent scratching and a non-stick surface for easy cleaning. The mini rolling pin offers all the same benefits of the full size rolling pin but in a smaller format.



**PHILIPS**

Masticating Juicer

Avance collection

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\*internal tests on 1000g each of grapes, apples, blackberry, strawberry, tomato, watermelon, orange and pomegranate



Source: Euromonitor International Ltd. 2015 retail volume real volume sales 2013 and 2014



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**IT'S smart**

The 2016 International Home + Housewares Show sold out last December, 10 weeks before opening day! The March event, to be held at Chicago's McCormick Place, will host more than 2,100 exhibitors, including 400 new companies exhibiting for the first time. The show will feature new branding focusing on the "It's smART" theme, (above) which combines smart business decisions directly with the art used to design, create and market products.

Once again this year, visitors will be treated to a range of features and celebrity chefs. Country singer Trisha Yearwood, cookbook author Rose Levy Beranbaum and chef/TV personality Sara Moulton, as well as Top Chef Masters champion Rick Bayless and James Beard Award winner Ming Tsai, will be part of the line-up of chefs appearing in the Cooking Theater. The Cooking Theater, located in the Dine + Décor Expo in the South Building.

Also new this year, the Discover Design category has been expanded to an expo and moved to a new location in the North Building. The Discover Design Expo will feature nearly 200 companies and brands from all show categories.

Topics such as turning supermarket shoppers into housewares buyers, how millennials shop, colour and design trends will be explored during the keynote educational sessions at the 2016 Show. These programs are held in the Grand Ballroom/S100 of the South Building and are free to all attendees.

Speakers include Todd Hale of Nielsen; Warren Shoulberg, editorial director, and Maureen Azzato, chief marketing officer, *HFN*; leading colour forecaster Leatrice (Lee) Eiseman, executive director of the Pantone Color Institute and director of the Eiseman Center for Color Information and Training; and Tom Mirabile, senior vice president at Lifetime Brands.

A combination of factors has revived interest in cooking and have made the kitchen once again a major center of activity in the home. As a result, kitchenware is emerging as a natural complement to food purchases and is one of the most important categories according to shoppers when making decisions about their health and wellness. Opening the show at 7:30 a.m. on Sunday, March 6, Todd Hale and a panel of category experts and retailers will explain how the

supermarket channel is "Turning Food Shoppers into Housewares Buyers."

Hale and his panel will provide an understanding of the major shopper segments of kitchenware to help attendees define their needs and preferences. The kitchen category must be merchandised adjacent to the fresh aisle in order to capture more basket fill related to consumer health and wellness.

There are now more Millennials in the home and housewares-consuming marketplace than Baby Boomers. That means a total reset of industry strategies on the part of stores and suppliers alike. At 12 noon on Sunday, March 6th, *HFN* editors Maureen Azzato and Warren Shoulberg will use new consumer research to present insights about how the housewares industry needs to change to address this new consumer in select specific product classifications.

Millennial is the trend buzzword for 2016. Tom Mirabile, IHA's trend expert, will offer more insight into this influential consumer group, in his seminar at 7:30 a.m. on Monday, March 7th.

When design decisions are being made, the question inevitably arises about the right colour direction to take; this year, the challenge is as great as ever as the industry is at a crossroads. At 12 noon on Monday, March 7th, IHA's renowned colour/design forecaster, Leatrice (Lee) Eiseman will demonstrate where the trends are coming from and where they are going in future.

Terry Lundgren, CEO of Macy's, and Lester Gribetz, president of Lenox, will be honored by the Housewares Charity Foundation during its 19th Annual Housewares Charity Foundation Gala on Monday, March 7th, at Chicago's Navy Pier. Lundgren will receive the Lifetime Humanitarian Award and Gribetz will receive the Humanitarian of the Year Award during the Gala. Proceeds will benefit the Breast Cancer Research Foundation, the HCF's legacy charity. Since the first gala in 1998, HCF has raised more than \$30 million and has been credited with donating more than \$27 million to BCRF.



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# CHICAGO PRODUCT PREVIEW

The 10-in-1 T-fal Rice and Multicooker from **Groupe SEB** makes everything from risotto to cakes, and even home-made yogurt. It features a removeable ceramic bowl, and a 24 hour delay with keep warm setting. An innovative spherical bowl uses convection-like circulation to cook food to perfection. It also features an LCD control panel and 45 individual cooking programs. **Visit Booth S4406**



The stainless steel 2-in-1 herb mill from **Microplane** finely cuts leafy fresh herbs with a simple twist of the wrist. The scissor-like action of two razor-sharp blades flawlessly cuts without tearing. Also new from Microplane is the stainless steel garlic cutter, below. With a modern square shape and rounded edges, this compact tool can accommodate up to three garlic cloves. **Visit Booth S3450**



The Piccadilly collection from **Sagaform** includes beautiful oven safe bowls, ramekins and platters. Designed in collaboration with Swedish entertainer Pernilla and designer Ann-Carin Wictorsson, the collection is offered in blue, pink and sand. Each dish includes a personal recipe from Pernilla in a beautiful retail box. **Visit Booth N8409**



**Trudeau's** new tomato and strawberry hullers offer optimum dexterity in one easy motion, the tools easily remove both the stem and bitter core. The stainless steel tube separates the fibrous middle and top stem. Pressing the silicone bulb ejects them quickly and effortlessly. Both the tube and bulb come apart for cleaning and are dishwasher safe. Trudeau will also be launching this classic Madeleine mold, below. Made of quality silicone, it easily makes nine of these quintessential French treats. **Visit Booth S2246**



The new Professional Mandoline by **PL8** brings strength, simplicity and safety to the kitchen. The mandoline features a blade adjustment knob for a seamless change between the built-in slicing and waffle blades, eliminating loose blades or parts. Users can slice, julienne and waffle vegetables with several different cutting options and four slicing thicknesses. With a quick turn of the wrist, it can create waffle cuts sure to impress any guest. Available in Canada from **Counseltron**. **Visit Booth S622**



# CHICAGO PRODUCT PREVIEW



**Zwilling J.A.Henkels** will be showcasing the ultimate rice cooking cocotte from Staub – La Cocotte de Gohan. This new cocotte enhances the purity of rice for fluffy, airy, delicious results. The flavour comes from the ‘Hagama’ shape of the La Cocotte de Gohan. The round bottom can circulate rice and water evenly and cooks an instant. Based on Japanese cooking technology, the indentations on the back of the lid are called Shistera. The steam produced is recirculated by the Shistera into moisture, which keeps the original natural flavours of the food. It can also simmer jam, reheat soups or stews and steam or grill side dishes.

**Visit Booth S3218**

Form without formality is the thinking behind the chic new tableware line from **Denby**, right. Called Natural Canvas, the versatile tableware collection is designed for modern living. Handcrafted of durable stoneware, the collection features timeless, neutral tones. **Visit Booth S2035**



**Nordic Ware** celebrates the 70th anniversary of the Bundt pan this year with the debut of the Platinum Collection of cast bakeware in specialty shapes. The anniversary Crown Bundt pan, left, has a beautiful teardrop design that speaks to the company’s history. The GEO Bundtlette, below left, features six individual cakelets with a four-cup capacity. A refreshed version of the Bundt Quartet features four pans to create four unique individual cakes with a total 9-cup capacity, shown right. **Visit Booth S2200**



# CHICAGO PRODUCT PREVIEW



Crafted from quality stoneware, this new 1.5 litre pitcher from **Le Creuset** can withstand temperature swings from boiling to intense cold. It's available in nine beautiful colours: soleil, flame, palm, white, caribbean, Marseille, cherry, Dune, and Bonbon (shown). **Visit Booth S3001**

The Tea Timer from **CDN** is preprogrammed with steeping times for green, white, black and herbal teas. Clearly marked buttons – in green, white, black or red for herbal – help users select the correct time, every time. Multiple channels allow different times for different types of teas at once, with each channel having a different alarm sound. A big digit display makes it easy to read. **Visit Booth S820**



These red silicone and bamboo spatulas from **Norpro** feature a straight and a curved edge for use on all styles of bowls or pans. The heads, which hook onto the edge of bowls, are also removable. **Visit Booth S2010**



The ergonomic **Midnight Scoop**, left, was designed by an aerospace engineer. It plows through hard, frozen ice cream with ease. It effectively reinvents the ice cream scooping process, which leads to wrist strain, and replaces it with a more effective pushing motion powered by chest muscles. It's built to last and comes with a lifetime guarantee. **Visit Booth N8511**



The **Sansaire** searing kit is designed for fast searing without torch taste. The kit includes a heavy duty stainless steel searing rack and dishwasher-safe enamel drip pan. **Visit Booth 12022 (Lakeside Center)**



**Swissmar** will introduce four new professional mill collections: the Classic, the Select 'N Set, and the Connoisseur range of Munich pepper and salt mills, shown right. The mills are available in black laquer, chocolate and acrylic. Made in Germany, each features a traditional mill design with grind adjustment achieved by turning the knob on the top of the mill. A unique Helicoil inserts prevents the adjustment knob from coming loose, ensuring the grind setting does not change during use. The pepper mill mechanism is made from case-hardened steel and the salt mill is made of durable ceramic. All mechanisms have a lifetime warranty. **Visit Booth S3628**



# CHICAGO PRODUCT PREVIEW



The new **Edgecraft** Chef'sChoice Cordless Electric SmartKettle has a classic design with a sophisticated brushed stainless steel finish. This premium kettle lets users heat water to the optimal temperature with six different settings. Extremely fast and energy-efficient, it delivers 1500 watts of power to heat water faster than a microwave. **Visit Booth L11908**



This 14-inch round Lazy Susan cordless hottray from **Salton** is great for entertaining. With a brushed chrome finish and detachable cord, it features an 8-minute warm-up time and stays hot for 60 minutes after unplugging. Automatic temperature control protects against overheating. **Visit Booth L13113**



**Perfect Blend** is an interactive recipe app and smart scale that makes it easier to stick to a healthy eating routine. The app provides meal plans, shopping lists and a calorie counter. **Visit Booth 12023 (Lakeside Center)**

**Zoombo** is introducing the vintage WAVE collection of cookware and matching tea pot. The distinctive collection is made of high quality 18/10 stainless steel with a heat-conductive aluminum base for quick and even heating. The line includes 3-qt, 4-qt casserole, 5-qt dutch oven, 8-qt stockpot and a tea pot in four sizes.

**Visit Booth S4216**



The **Vapur** Wandervino collection includes the Vintage Wine Carrier and stemless govino glasses. The flexible wine carrier is the most portable way to pack a Pinot without the weight of a breakable bottle.

Vapur will also be showing the 1.5-litre biggie bottle equipped with a SuperCap. It's ultra flexible and packable so users can stay hydrated on the go.

**Visit Booth S2973**



Drink in the Box from **Precidio**, below, is a durable, box-shaped drink container that is spill-proof and leak-proof. It's ideal for milk, juice or fruit-infused water and fits perfectly into any lunch box. Made of Tritan, it can go in the top shelf of the dishwasher.

**Visit Booth S1010**



# CHICAGO PRODUCT PREVIEW



Outset's Smoking Wood Pucks pack from **Fox Run Brands** contains the most popular aromatic woods including applewood, maple and hickory. The pucks are compact and mess-free. Just soak in water, beer or juice to expand. Also new is the Stack-a-Snack, right. The flippable stand has a removable bowls insert plus a divider insert and suction-cup base. **Visit Booth S628**



**Drink Tops** silicone beverageware covers enhance outdoor living and entertaining. A simple tap on the centre will seal the cover to the glass and prevent outside elements from entering the glass. In addition, the tight seal stops drinks from spilling over the rim while moving. The reusable, BPA-free, silicone covers come in two sizes to fit most drink and wine glasses up to four inches in diameter. The larger size will fit most Margarita glasses. **Visit Booth N7462**

Made of 100% pure platinum silicone, **the Stasher** is a self-sealing, air-tight, non-plastic bag that can safely go from the freezer to the microwave to the dishwasher. Unlike traditional plastic bags, it contains no PVC, fillers or byproducts. The pinch and seal technology of the Stasher took almost two years to perfect. **Visit Booth N8705**



The **Zoku Polar Pops** set, above, includes one very bundled up explorer and five friends: a penguin, walrus, orca, seal, and polar bear. Each frosty pop can be easily removed from the mold by pulling on the stick. There is no rinsing required. Zoku's Slow Pop Collection also includes the Space Pop Molds, Character Pop Molds, Fish Pop Molds and many more. **Visit Booth N8507**



**T-Fal** will be unveiling its latest cookware development at the Chicago show. Called **My Cooking Guide** it features an exclusive newly patented heat sensor technology located in the base of the pan. It monitors the temperature of the pan throughout the entire cooking process by communicating it to the innovative module located within the handle. Simply select the ideal cooking mode – low, medium, or high – and **My Cooking Guide** will alert the user when the pan is perfectly pre-heated. The heavy-duty stainless steel induction base allows for even heating while the five-multi-layer non-stick coating allows for greater resistance to wear and tear but won't sacrifice on elasticity. It's safe for the dishwasher. **Visit Booth S4410**

# CHICAGO SHOW PREVIEW

## IHA announces 2015/16 national *gia* award winners

The International Home + Housewares Show and International Housewares Association (IHA), organizers of the IHA Global Innovation Awards (*gia*) program, have announced the national *gia* winners for 2015-2016. The list includes 25 outstanding housewares retailers from 23 countries.

The *gia* program was created by the IHA to foster innovation and excellence in home and housewares retailing throughout the world. Since its launch in 2000, there have been close to 350 *gia* retail award winners, from over 40 countries on six continents.

The competition is structured on a two-tier level, national and global, to honour independent and multiple location retailers for excellence in several business categories:

Each national *gia* winner is invited to the International Home + Housewares Show in Chicago where the global *gia*

jury, consisting of four experts representing Asia, Europe and the Americas, plus a rotating group of co-sponsoring trade publication editors from around the world, will select up to five Global Honorees, the winners of the Martin M. Pegler Award for Excellence in Visual Merchandising and the *gia* Digital Commerce Award for Excellence in Online Retailing.

This year's national *gia* winners are:

**Argentina – Claudia Adorno**  
**Australia – Pigeonhole**  
**Brazil – Etna**  
**Canada – Lakehouse Home Store**  
**China – Wu Ben Liu He**  
**Colombia – Bojanini**  
**Denmark – Illums Bolighus**  
**Eastern Europe – Kaubamaja, Estonia**  
**France – La Trésorerie**  
**Germany – Homann  
schenken-kochen-wohnen**  
**Ireland – J&B Hope**

**Italy – puesme home**  
**Japan – La Cucina Felice**  
**Malaysia – Kitchen Shop**  
**Middle East – Home Centre, United Arab Emirates**  
**Netherlands – K'OOK!**  
**Poland – BBHome**  
**Russia – Cité Marilou**  
**Spain – Cooking the Kitchen Company**  
**Turkey – Karaca Home**  
**UK – Lords**  
**Uruguay – Siñeriz Shopping**  
**USA – Whisk**  
**USA – Gift: Leon & Lulu**  
**USA – Internet/Chef's Resource**

During the show, all national winners are honored at a special awards dinner on Saturday, March 5th, where the five Global Honorees will be announced. Each national winner also has their store featured on banners across the McCormick Place concourse and at the Lakeside Center *gia* display.

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## Toronto Gift Fair awards top housewares products

For the first time, the 2016 Toronto Gift Fair, held from January 30th to February 4th at the Congress Centre, selected the Top Ten Housewares Favourites from the new products introduced at the show. The winning products, below, were selected prior to the show opening by the staff of Home Style Magazine along with Canadian designers Glen Peloso and Jamie Alexander.



Conundrum aerator decanter and stemless wine glasses from Product Specialties.



All-Clad's polished stainless steel electric griddle.



Copper Clad Cookware from KitchenAid.



Oxygen stemware from Trudeau.



EcoGreen Bakeware from Paderno.



Architec Gripper Board from Jascor.



Joseph Joseph Intelligent Waste Totem from Danesco.



Nuance Decanters from Swissmar Imports.



LSA Ash Bowl from David Shaw Designs.



The Swedish Dish Cloth by Svensk Design.



# Toronto Gift Fair Highlights



The KitchenAid team includes, left to right, Priya Trivedi, Jacqueline Probert, Adam Burelle and Alexander Duncan.



Caren McSherry and Bruno Houberton, left, of Gourmet Warehouse in Vancouver, with Tom Jong of Victorinox, right.



Tim Dykeman of Jascor, left, with Vince Menchella of iQ Living, Toronto.

The Kitchen Connection display in the Gourmet Housewares Hall, sponsored by KitchenAid, featured ongoing cooking demonstrations and served as a showcase for the Top Ten new products.



Robbin Lich, left, and Brent Bodarenko, right, of Kitchen Therapy with Martin Kehoe of Product Specialites.



DanESCO president Brigitte Roy, right, reviews some of the company's new products with Laura Loofbourrow of 'Gifts That Amaze' in Montreal.

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# Tania Henderson

Director of Sales, Breville Canada



**L**ike most children of immigrants, Tania Henderson was taught to appreciate family values and a strong work ethic. Those lessons, combined with her competitive instinct and ability to empathize with her customers, have helped her earn the respect of her peers and the admiration of her employers. It's easy to see why Breville Canada recently promoted Tania to national director of sales.

Tania's parents came to Canada from Poland in the late 1960s, initially settling in Toronto but eventually moving with Tania and her two brothers to a small hobby farm an hour north of Toronto. Farm life and the outdoors made for a fun upbringing, and a large extended family made for lots of tobogganing, ice skating, and barn parties.

With her parents working hard at mostly blue collar jobs, Tania says, they didn't have a lot of money, but they had a nice childhood. There was a very ethnic component to their upbringing, with strong food and cooking influences.

Tania attended Bradford high school, where she met her future husband, Josh. After graduation, Tania left for the University of Western Ontario, where she was accepted into the prestigious Ivey Business School. It was an incredible learning experience for a girl from the farm. Tania met people from all over the world and spent a semester as an exchange student in Belgium where she travelled throughout Europe.

Given her love of numbers, Tania intended to become an accountant, but her extroverted and engaging personality prompted her to focus on business and marketing instead.

Her first foray into the business world following graduation was with a small family-run import company. Though she learned a great deal, Tania was used to a more corporate/methodical approach.

In 2000, she moved to Revlon but prior to that, she made quite an impression on the Shoppers Drug Mart buyer, who rec-

ommended her for a marketing position at Groupe SEB (Krupps, T-fal). When she was hired as product manager for electrical cooking, Tania felt it was the beginning of her 'true career'.

Small appliances were a perfect fit as Tania, who was newly married to Josh, was starting to experiment more with cooking. Countertop appliances resonated with her and with two children soon following, cooking became a bigger (and necessary) part of her life. She enjoyed using the products, and it wasn't long before she felt a part of the tight-knit housewares family.

As her portfolio expanded, Tania continued to impress her superiors (including Marc Turgeon and Phil Exley) during her seasonal line reviews. The buyers clearly responded to her and she was able to develop an instant rapport with every customer. It wasn't long before they asked her to consider switching to sales.

Tania was excited by the prospect and, as a show of faith, the company gave this sales novice a priority account, HBC. She rose to the challenge, and her marketing background proved to be a great asset when it came to putting together creative programs.

"There has always been a great rivalry between sales and marketing," says Tania. "Having been on both sides gives me a unique perspective."

A fresh approach also helped. Tania quickly identified HBC's gift registry as an untapped market for Groupe SEB. With Jamie Oliver booths at bridal shows and other initiatives, Groupe SEB soon became one of HBC's key partners and they enjoyed a substantial sales boost.

"Tania has been incredibly lovely to deal with", says Brian Hutton at HBC. "She is a true partner and worked to promote the registry and solve any issues that came up."

Tania had been at SEB for 10 years and was handling a huge portfolio of brands when a recruiter called about a sales job at Breville. Intrigued by the chance to work

for another premium brand, she made the difficult decision to move. "It had nothing to do with SEB or the people there, it was just time for something new," she says.

Tania started at Breville in January of 2011, and loved the new job. From day one, Breville president Stephen Krauss recognized her leadership skills. He praises her ability to foster strong relationships with clients and for her relentless execution.

"Tania has a unique way of being respectfully aggressive while also ensuring her retail partners' goals are met," he says.

A customer-centred approach and exceptional listening skills are important assets, but Tania says the most valuable lesson she has learned is that "your reputation is your currency, especially in a small industry such as ours". Honesty and integrity goes a long way.

Acknowledging her value to the organization, Breville made Tania director of sales last year. With national responsibilities and four sales managers reporting to her, Tania is now in her dream position, and when not travelling for meetings, is able to work from her home office most days.

But her new job is only one of two big goals Tania has achieved recently. Encouraged by the after-school activities of her children, Nolan (10) and Ava (12), Tania has been studying Karate for years and, in 2015, she was awarded her black belt.

Tania continues to challenge herself; she is a self-proclaimed gym fanatic, enjoys skiing with the family, and tries to attempt one new recipe per week. Her next goal? Mother and son guitar lessons. But during the day, she stays completely focused on helping her retail customers achieve *their* goals. ☺



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