

HomeStyle

Canada's Housewares Magazine

May 2016

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**WHAT'S NEW *in*
BAKEWARE**

**KITCHEN TO THE TABLE
MOVES TO A NEW HOME**

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Take a tour of the brand new *Kitchen To The Table* location on page 30.

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On our cover



The compact, 'universal single cup' Ekobrew coffeemaker saves money and saves the earth. It features a flow-through system that heats water to the perfect temperature. It's available from Intercontinental Mercantile (ICM).

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Opening Lines

Staying relevant in a changing market

I can't help but compare the changes wrought by online shopping in our industry to the upheaval in the taxi business thanks to Uber. Suddenly, an industry that has enjoyed a captive audience (literally) is faced with a backlash from consumers eager to adopt a new, and better, system.

Like retailers, the taxi industry has been caught in a vortex of change driven by new technology. Certainly, Uber should be regulated with drivers vetted and licensed the same as cabbies in order to level the playing field. But that won't change the surly attitudes and lack of service that led to their downfall in the first place. Headquartered in San Francisco, Uber Technologies has been around since March 2009. That's seven years that the taxi industry had to prepare, yet they didn't.

Last summer, while in New York City, my daughter and I took a cab about 20 blocks to the Museum of Modern Art on a stifling hot, humid day. The air conditioning wasn't functioning at full capacity and the smell was horrible. The ride took over 30 minutes and the entire time, we had to listen to the driver's CD reviewing all the facts he needed to know to gain U.S. Citizenship. It played through completely three times before we reached our destination. The cabbie never said a word until I told him I wanted to pay the \$38 fee with a credit card. Suddenly he became quite angry, claimed (in broken English) that his 'machine was broken' and insisted I pay cash. Anxious to get out of that hot, stinky car, I gave in, tossing two \$20 dollar bills on the front seat. And although I'm confident I could now pass the U.S. citizenship test, it is but one example of why this industry was ripe for takeover.

Sadly, the same scenario is now being played out in retail stores across the country. Stores that aren't able to adapt to changes in consumer behaviour – not to mention the influence of social media and online shopping – are disappearing at an alarming rate. The only way to remain relevant is by staying in tune with your customer, and offering exceptional service, both online and in-store.

It's all a matter of choice when the consumer is in the driver's seat. Anyone who has had the pleasure of riding in a dirty cab with a surly, uncommunicative driver who refuses to take credit cards, can see why Uber has become so popular. There is no comparison to using a handy phone app to schedule and pay for a ride in a clean Prius with a friendly driver who is happy to be at your service. (For more on the new 'sharing economy' see this month's column by Candace Sutcliffe on page 28.)

I'm encouraged by how forward-thinking retailers are adapting to profound changes in the marketplace. Canadian Tire, for example has successfully merged traditional shopping with its growing online business. The company has updated its iPhone app to support the new *WOW Guide* (Spring Catalogue) with a variety of digital extras such as how-to cooking demos and a virtual reality patio builder. CT still mails out 12 million paper catalogues, but it's supported digitally with 200 pages of extra content that can be accessed via mobile phones or tablets.

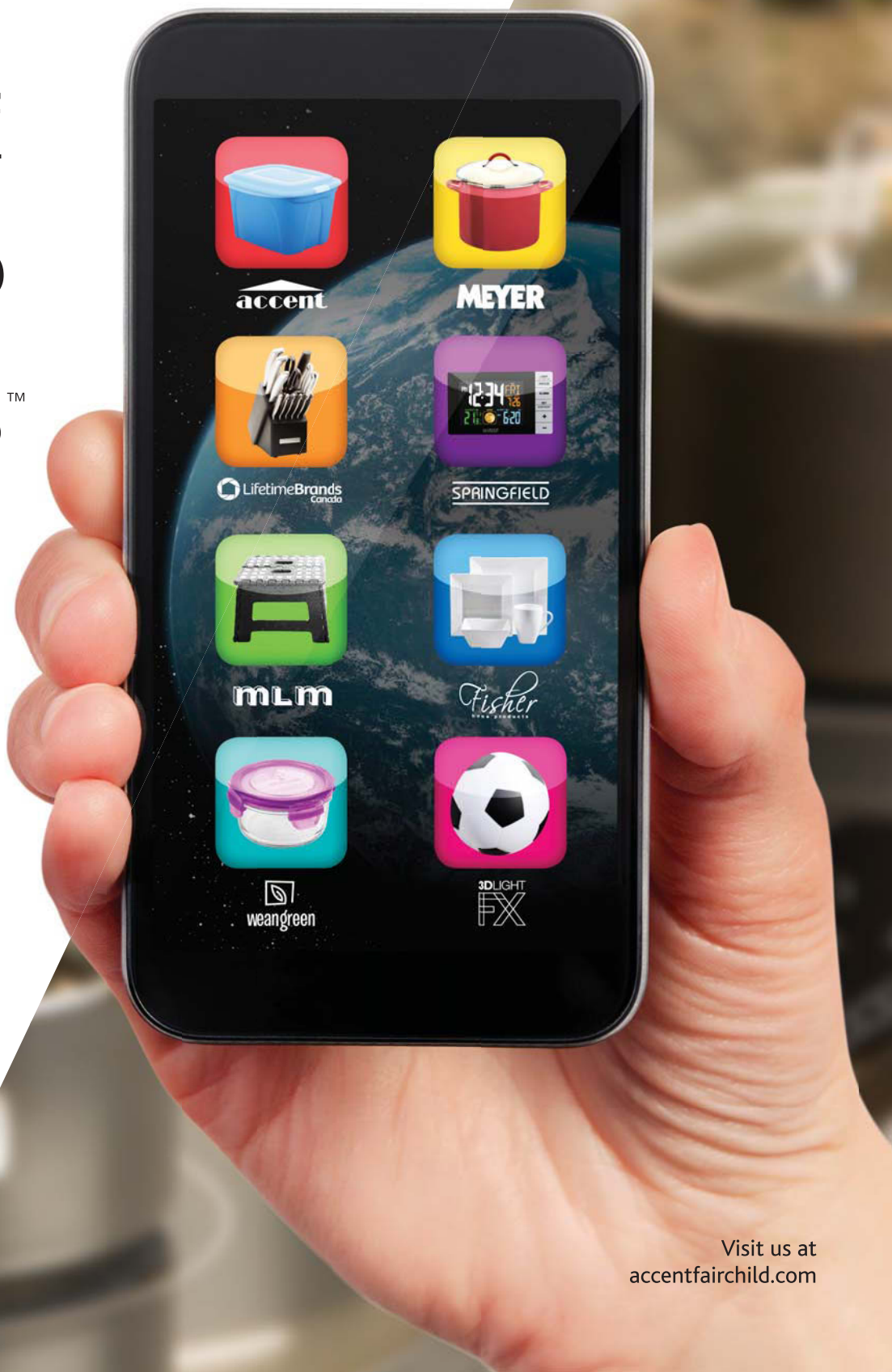
Indigo is another chain that has enjoyed an unexpected comeback with their bricks and mortar stores as well as improving its online presence, despite competition from Amazon. Indigo's original concept was based on books but general merchandise now constitutes nearly 40% of all sales. The company has seen nine consecutive quarters of growth and online sales are up 18% as Indigo makes sure to take care of those consumers fixated on convenience. And thanks to the introduction of new elements such as an American Girl Boutique, Canadian consumers (especially mothers and daughters) now have a good reason to actually visit the stores.

Customer service will always separate the retailers that succeed from the ones that won't. Despite the proliferation of online selling, we still need bricks and mortar stores as a platform for human connection. Indigo CEO Heather Reisman recognizes this need and rather than making Indigo simply another location to shop, she has made it a place to linger. That is what keeps you relevant.



– Laurie O'Halloran
laurie@homestylemag.ca

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HOME
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 HANDS™



People In The News

• **Margaret Szegvary** has been promoted to Canadian Sales Manager for Vancouver-based Danica/Now Designs.

• **Stephen Hendry** has been appointed director of sales for Hamilton Beach

• Renato Bialetti, son of Alfonso Bialetti who founded the company in 1933, died in February at the age of 93. Bialetti is credited with launching the successful marketing campaign behind the iconic Bialetti Moka Express coffee pot

• In January, **Jascor Housewares** moved into new offices at 201 Wicksteed Avenue, Ste. 5, Toronto, Ontario. M4G 0B1. The new phone number is 416-644-1661.

• **United Sales and Marketing** recently moved into new headquarters at 2600 Skymark Avenue, Building 3, Ste. 201, Mississauga, Ontario. L4W 5B2. The phone number is 905-362-8810.

• Keurig Green Mountain has named **Robert J. Gamgort** as the company's new CEO. Gamgort, who is currently serving as CEO of Pinnacle Foods, will replace Brian Kelley, who will serve as vice chairman of the board.

• **David Segal**, a co-founder of Davids Tea, recently resigned as brand ambassador for the Montreal-based company to "dedicate more of his time to exploring other entrepreneurial interests."

Segal co-founded the company eight years ago with his cousin, Herschel Segal, who is also the founder of Le Chateau. DavidsTea opened in 2008 in Toronto and now boasts 156 stores in Canada and another 37 in the U.S..

In its last fiscal year, DavidsTea opened 39 stores and is planning to open the same number again this year. After going public last June, its shares soared to nearly \$30 (U.S) but have since dropped to under \$12.



PSP North America has announced that Peugeot mills and bar accessories will be shipped directly to Canada from its U.S. warehouse beginning May 1st. The line, which has been distributed in Canada by Swissmar for decades, will now be represented by **Thomas Arn** and **Diana Arn** of PSP Canada. Shown above, they debuted several new items at the Chicago Shows, including a whiskey set (see page 62.)

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A top-down view of a wooden surface with various baking tools and ingredients. In the top left, a teal bowl holds raspberries, and a red bowl holds almond flakes. A stack of colorful measuring cups (red, teal, grey) is on the left. A rolling pin with a teal handle and black rollers lies on a wooden cutting board. A dark grey silicone muffin pan with a red handle is on the right, containing several almond cookies. Some cookies are on the cutting board. In the bottom right, several measuring spoons in teal, red, and grey are visible. A pink speech bubble in the top center contains the Trudeau logo and text.

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Lakehouse wins global award!

Lakehouse, Canada's national *gia* winner for 2016, took home one of five global awards presented at the annual gala dinner in Chicago during the International Home + Housewares Show in March. The Kelowna, B.C. store was recognized along with Lords of the U.K., K'ook of the Netherlands, Illums Bolighus of Denmark and Kitchen Shop of Malaysia. These five were selected from 25 national winners as being the best housewares merchandisers in the world. Sponsored by *Home Style*, this is Canada's sixth global win since the awards program began in 2000.



Above: Sue and Ben Boschman, owners of Lakehouse, accept the Global *gia* award from judge Scott Kohno in Chicago. Left: The exterior and interior of the award-winning store in Kelowna, B.C.



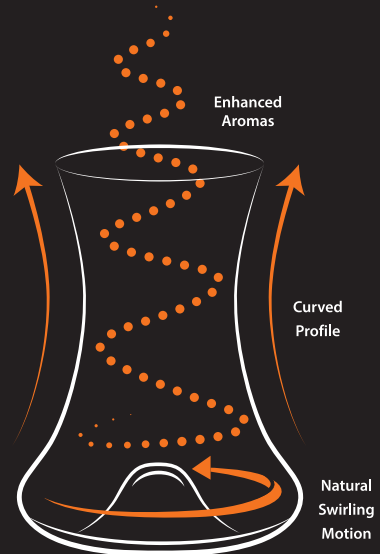
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In loving memory of Sharon Wreford 1947 - 2015

When Bill and Sharon bought the Bradshaws' store in 1975, it was already 80 years old and well established in Stratford, Ontario. Their children were only one and three years old but when the kids started school, Sharon got more involved in the business and together, the Wrefords developed a special rapport with customers that lasted 30 years.

They were a familiar sight at every gift show, always together and enjoying the business of buying for the store. Sharon was largely responsible for Bradshaws' growth in "all things kitchen", particularly as the tableware business started to wane.

Sharon was known for her beautiful smile, her warmth and fairness. Anger was just not a part of her personality. She treated everyone with respect and particularly enjoyed working with reps.

In 2006, the Wrefords sold the business to their son, Jeremy, and daughter-in-law Carrie, who have helped it grow and prosper over the past decade.

After retiring, Sharon enjoyed spending time with friends and family, traveling, painting, playing bridge, cooking and showering her grandchildren with love. Sadly, in 2014 she was diagnosed with cancer. She fought a hard fight but accepted the prognosis bravely and kept her remarkable wit right to the end. Surrounded by her family, Sharon passed away on October 6th, one day short of her 48th wedding anniversary.

Industry Update

Lodge celebrates 120th anniversary

Lodge Cast Iron is celebrating its 120th anniversary in 2016. The U.S.-made cast iron cookware manufacturer will kick off celebrations in July with activities for customers, employees and company shareholders.

The company will produce a commemorative custom imprint skillet and other items that will be available to consumers through a variety of channels, including social media, Lodge factory stores and the company's website.

In addition, the company will donate a portion of the sale of its 120th anniversary cast iron skillet to two local charities: The Marion County Food Bank and the Marion County Children's Fund.

Lodge cookware is available in Canada from Counseltron.

RCC says it supports fed budget

The Retail Council of Canada has expressed support for the federal government's resistance of calls for a tax break on imported shipments.

"Despite a relentless pre-budget lobby from foreign sellers and the U.S. air freight industry, the government understands the fundamental importance of tax fairness," says Diane J. Brisebois, RCC's president and CEO.

Under *de minimis* rules, goods shipped into Canada by post and courier are exempt from all sales taxes and duties. Increases in the current *de minimis* threshold would mean that goods sold by Canadian merchants would cost an average of 12.3% more after tax than those same goods shipped into Canada.

Calls to raise the ceiling were sparked by recent boosts in the corresponding U.S. levels, but the comparison is "apples and oranges" according to RCC public affairs VP Karl Litterer, who explains "the U.S. does not have a federal sales tax and does not collect state taxes at the border".

Consumers look for more open stock

The changing behavior of consumers shopping for cookware and bakeware is having a major impact on both categories as suppliers work to meet the specific demands of today's home chefs. In cookware, open stock is gaining momentum as the influence of high-profile chefs continues to push consumers to make a greater variety of dishes.

It's not just new products that are changing the way consumers shop. According to Patrick O'Connor, president, Range Kleen, it's all about quality.

"More meals are being prepared and eaten at home, and more people are connecting with or are 'foodies.' There is a desire to create new and quality meals, thus an openness to recipes, materials and cookware tools to help them exceed expectations," he says.

As the cookware landscape is changing, consumers are shopping for the kitchen staple in a different way. While cookware sets are still selling, consumers are looking to stock their kitchen with the right tools for each job. Open stock pieces are taking off as customers are curating their own collections.

Correction



On page 54 of the March issue, the review of the new Ricardo children's apron was published with the wrong photo. The correct image of the apron is shown above. We apologize for this error and any confusion it may have caused.

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Chef's Choice unveils high tech SmartKettle

The new Chef'sChoice International SmartKettle Cordless Electric Kettle Model 686 was officially unveiled at the Housewares Show in March. Featuring advanced technology and engineering, this sophisticated brushed stainless steel SmartKettle allows users to heat water to the optimal temperature with six different settings: Delicate, Green, Oolong, White, French Press and Boil. An illuminated display shows the chosen temperature. Extremely fast and energy-efficient, it delivers 1500 watts of power, heating water faster than a stove or microwave. It will make perfectly heated water for tea or French Press in just minutes. The kettle also offers audible and visual low level water warnings and an auto shut-off function.



Bradshaw partners with Emeril Lagasse

Bradshaw International is gearing up to work with Emeril Lagasse in cookware and other housewares segments. The company has entered into a licensing partnership with Sequential Brands to develop a new line for the celebrity chef and James Beard Award winner.

"We have been working hard to develop products for the everyday home chef. I can't wait to showcase the new look and I'm looking forward to working with our partners," said Lagasse.

According to Bradshaw, the partnership will bring an array of cookware, bakeware, gadgets, barbecue accessories and oven-to-tableware to the market under the brand. In cookware, there will be a complete selection of styles in an array of materials, including tri-ply stainless steel, hard anodized non-stick and cast iron.

Starfrit launches new small appliance line

Starfrit is now in the small electrics segment with the debut of a new assortment featuring The Rock non-stick coating. Introduced at the Chicago Housewares Show, the first phase of expanding the company's unique cooking surface beyond cookware will include skillets, multi pots, a panini/grill press and a grill/griddle.

The Rock by Starfrit features the patented Rock.TEC manufacturing process that strengthens and densifies the cooking surface, creating a permanent, rock-like finish. The surface treatment allows for the use of high heat and multitasks from stovetop to oven to table, right through to the dishwasher.

Jimmy Buffet makes scents

The Yankee Candle is launching a new Margaritaville Collection, featuring four fragrances inspired by Jimmy Buffett lyrics and the Margaritaville island state of mind. The new line of tropical fragrances includes Jamaican Vacation, Lime & Sea Salt, Pineapple Breeze and Mother Ocean.

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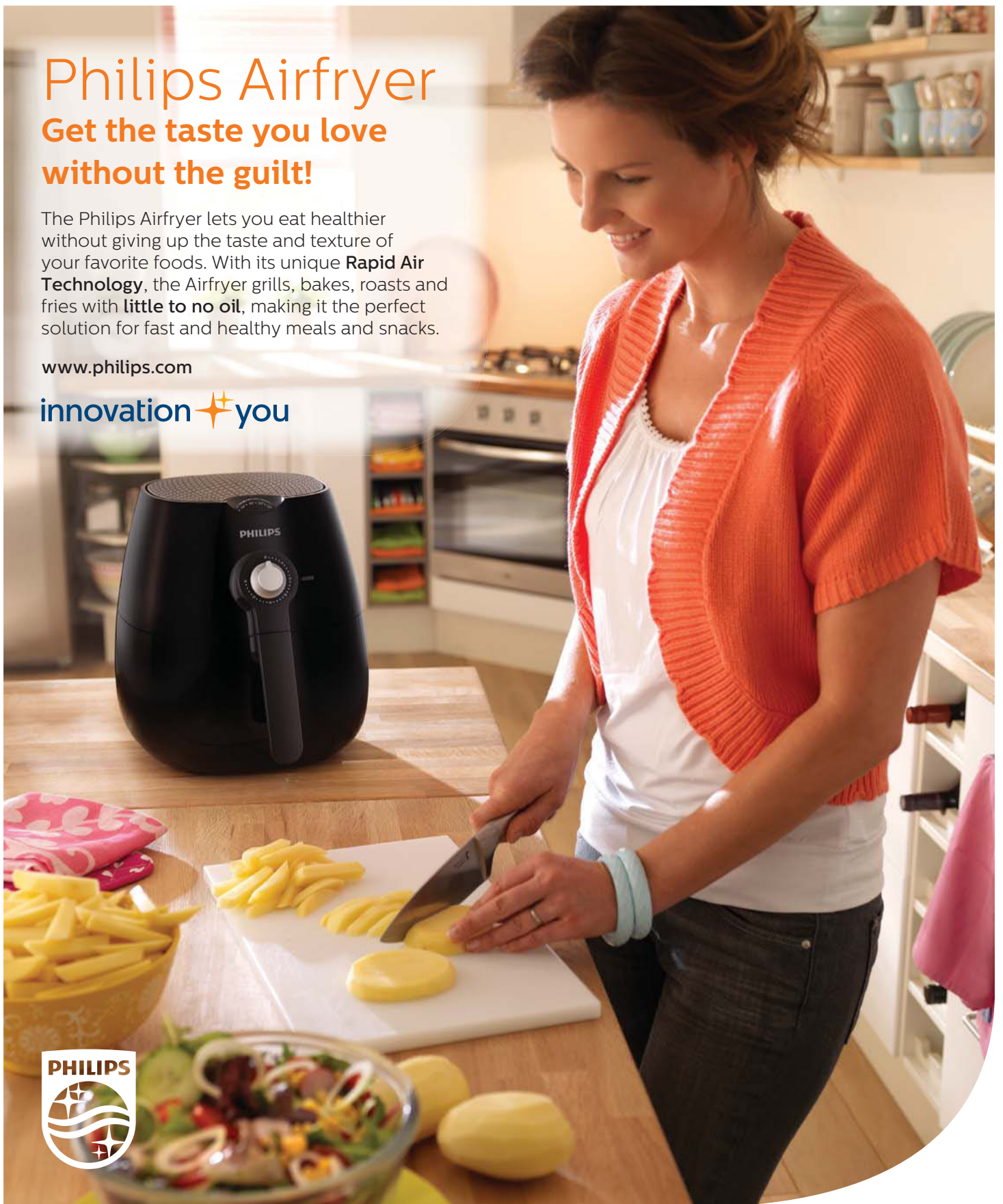
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New Product Launch

Breville rethinks the microwave oven with the new Quick Touch Crisp

Breville's innovative Quick Touch Crisp microwave oven officially made its debut at a gala luncheon at the Ritz-Carlton in Toronto on April 6th. With four interactive food stations, guests, including retailers, media and bloggers, were shown the primary ways in which this oven may be a game changer.

This versatile appliance can melt, crisp, and cook food with the touch of a button. It eliminates soggy pies, quiches, pastries or pizza found with traditional microwave reheating. The Breville Quick Touch Crisp will deliver crisp, evenly browned results.

Smart technology automatically determines the right time and power level for different foods and switches to grill, when needed, to maintain the intended texture and taste. The oven comes with eight one-touch auto buttons. These pre-programmed shortcuts make common kitchen tasks fast and easy—from softening butter and popping popcorn.



Inverter technology regulates power for more even heating, while the preheat pan function ensures that food is browned quickly and evenly for oven-quality results. The oven will even toast grilled cheese sandwiches with a satisfying, crispy finish and gooey centre.

The 900-watt microwave houses a 1000-watt grill element for incredible power. Intuitive Smart Settings offer every function from Smart Cook | Smart Grill to Smart Reheat and Smart Defrost. Breville's exclusive 'A Bit More' button adds a few extra moments to the cycle.



Tania Henderson of Breville, centre, is flanked by the merchandising team from Canadian Tire, left to right: Samantha Botelho, Emily Harrison, Jen Gupta, Esther Ifrah, Stephan Lafreniere and Dan Turpin.



From Chopped Canada, left to right, Louise Wood, Pam McNair, chef Massimo Capra and Anne Yarymowich.



Left, Breville president Stephen Krauss welcomes guests. Above, Tania Henderson, Tom Simpson, Tammy Westerman, Melanie Brodeur and Elaine Chubry. Above right, a food station featuring the new oven.



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Ricardo surveys Canadian cooks

Ricardo Media, publisher of Ricardo magazine, recently surveyed Canadians about their eating habits to better understand its readers. Developed in partnership with Léger Marketing, the study was conducted from coast to coast and involved 3,150 Canadians.

"Since the launch of our English magazine, we've been giving our audience rich and varied content covering everything to do with food," chef Ricardo Larivée says. "For us, it was essential to continue to provide recipes and tips that truly reflect the needs of Canadian families. Thanks to this survey, we're that much closer to their everyday reality. The results also allow us to work in accordance with real-world facts and statistics, as well as keep up with the latest trends."

Some of the results include:

- In 75% households, women are responsible for all food purchases and prepare most of the suppers.
- 72% of Canadians have breakfast every morning.
- Two thirds of families eat together five days out of seven but 25% of them wish it could be more often.

Overwaitea rewards positive choices

Overwaitea Food Group's More Rewards is one of four charter loyalty providers – joining Aeroplan, the Cineplex Scene movie rewards program and

Petro Canada's Petro Points – to partner with the new Carrot Rewards app, which rewards customers for making positive lifestyle choices.

Created with funding from the federal and B.C. governments, as well as \$2 million from venture capitalists, the Carrot App awards points to users who make positive health and lifestyle choices, such as taking a healthy quiz or looking at a healthy recipe.

The app is designed to capitalize on Canadians' love of apps and loyalty programs. According to research from Yahoo, the average Canadian has four loyalty cards in their wallet, with more than half saying they frequently use them to accumulate miles and points.

RH loyalty will cost

Restoration Hardware has joined a growing number of retailers that charge customers a membership fee for their loyalty programs.

The RH Grey Card now costs \$100 per year and includes a 25% discount in all departments, 10% off sale items, free interior design services, early clearance event access and lower interest rates on the retailer's credit card.

About 27% of consumers use their debit cards for small purchases, while 11% use credit cards to pay for purchases of \$5 or less, according to a survey from CreditCards.com



Two animal-loving kitchenware retailers in Surrey, B.C. have been recognized in the local newspaper for their support of the SPCA. **Robbin Lich** and **Brent Bondarenko**, owners of Kitchen Therapy (a former *gia* winner) have donated over \$10,000 to the B.C. SPCA over the past two years. The money, raised through in-store knife sharpening and gift-wrapping donations, will help animals throughout the province.

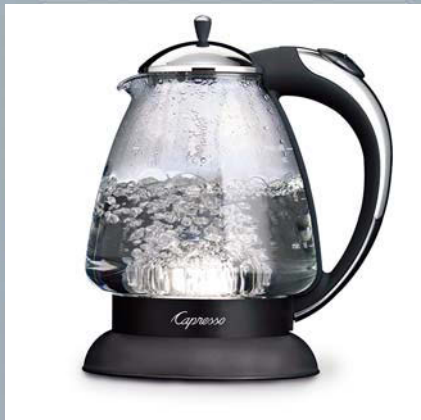
The two retailers, who are proud parents of their rescue dog, Coco, are challenging other local business to undertake similar fundraisers.

Alibaba takes top place in total volume

Alibaba said it is now the largest retail platform in the world in total trading volume, surpassing Wal-Mart's sales. The company had \$475.89 billion in gross merchandise volume as it neared the end of its latest fiscal year, while Wal-Mart brought in \$482.1 billion during its fiscal year. "We used 13 years to demonstrate the power of a different business model compared with brick-and-mortar retailers," Alibaba reportedly said.

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Think Kitchen opens first U.S. store

Canadian kitchen retailer *Think Kitchen* will open its first U.S.-based location in Merrimack, New Hampshire on April 1st.

Think Kitchen, which was founded about eight years ago by the Stokes Retail Group in Montreal, currently has 30 stores in Canada and 26 international sites, including stores in Panama, Venezuela, Lebanon and Saudi Arabia.

Think Kitchen's first U.S. location is about 2,000 square feet and employs eight people. It's mission, according to the website, is to become the destination specialty kitchenware and houseware store featuring everything from tabletop, to serve and store, to barware, cookware, bakeware, dinnerware, kitchen tools and a constant range of merchandise relevant to today's gift purchaser.

Stuart Shiveck, co-president and COO of Stokes, told the *New Hampshire Union Leader* that he expects more stores to eventually roll out into a regional chain, and possibly into a national chain.

Loblaw to add 50 new stores this year

Loblaw is planning to build dozens of new stores and renovate more than 100 others this year.

Loblaw says that over all, it will build about 50 new stores and renovate 150 existing ones, including projects that started in January.

The stores will include both grocery stores of various banners as well as Shoppers Drug Mart locations. Loblaw is not yet releasing information on where the new stores will be located.

Catherine Thomas, Loblaw's director of external communications, said in an e-mail that this year's expansion will add about 5,000 new store employees while creating roughly 15,000 construction jobs.

The new jobs will beef up Loblaw's employee base by 2.6%. Loblaw employs about 192,000 full-time and part-time workers, according to its most re-

cent annual information form.

The company will invest \$1-billion in the expansion, while Choice Properties REIT, a real estate investment trust, will contribute \$300-million.

Walmart most trusted kitchenware retailer

Homegrown retailers Canadian Tire, Shoppers Drug Mart and Real Canadian Superstore made the list of Canada's most trusted retailers.

In the Canadian Shopper Study by market research firm BrandSpark International, 7,500 respondents were asked to name the retailers they considered their most trusted in 16 household and personal shopping categories.

Canadian Tire is the most trusted in auto parts and accessories, Shoppers Drug Mart is the most trusted in health/pharmacy and beauty/personal care, and Real Canadian Superstore is the most trusted supermarket.

Walmart came out on top in several categories including department store, housewares/kitchenware and mass merchant.

Online retail sites load in an average of 3.1 seconds, and nearly half of the 50 largest e-commerce sites load in three seconds or less!

Costco knows the value of loyal employees

At a time when many retailers are cutting staffs and reducing employee hours to cut costs and avoid paying benefits, Costco remains an anomaly. It sees employees as an asset to be respected and invested in, not as a cost to be minimized. Former CEO Jim Sinegal once told *Stores* magazine, "We've always had the attitude that if you hire good people, provide good jobs, good career opportunities and good wages, good things will happen in your business."

Current American CEO W. Craig Jelinek has learned that lesson well, and added the consumer into the equation. In 2013 Jelinek wrote to Congress urging an increase in the federal minimum wage for the first time since 2009. "We know it's a lot more profitable in the long term to minimize employee turnover and maximize employee productivity, commitment and loyalty." He was also quoted as saying, "It also puts more money back into the economy and creates a healthier country."

Costco pays its employees an hourly average that is more than two-and-a-half times the minimum wage, and almost twice what Walmart employees make. Almost 80% of its employees have company-sponsored health insurance. With initiatives such as these, Costco earns incredible employee loyalty, which in turn results in fantastic productivity.

Costco's labor-friendly attitudes date back to its origins. It was in line with the philosophy of Price Club founder Sol Price, who embraced organized labor.

At Price Club, Sol marked everything up a small flat amount because he felt retailers added only limited value to the consumer purchase equation. He also believed firmly in treating employees, customers and vendors with respect—and in the process, rewarding shareholders. When Sinegal brought the Price Club model to Seattle in 1983 to start Costco, then merging the two and going public in 1995, Wall Street repeatedly begged the retailer to reduce wages and health benefits. Instead, Sinegal increased benefits and wages every year, including during the recession. The company's attitude was "The economy is bad, we should figure out how to give people more."

To preserve the company culture, it prefers to grow executives from within rather than hiring business school graduates. The many MBAs working at the company earned their degrees while working there. As Sinegal once said: "Culture isn't the most important thing, it's the only thing."



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Homeowners struggle with smart systems

According to a survey of 3,000 consumers by Support.com, nearly a third (31%) of current smart-home device owners struggle with the set-up and support of their smart-home systems. Their frustration seems to be bleeding over into the rest of the market, with 43% of potential buyers expressing concerns about installation and connection.

"Some of the early experiences of home owners is bleeding into the perception of smart-home products," says Alex Poulos, of Support.com. "There are tremendous products available [but makers] should think about the overall

experience and customer service rather than the technology itself."

Nearly two-thirds (61%) of smart-home device owners are frustrated when they run into an issue and can't fix it themselves. At the same time, nearly half (49%) of potential buyers are concerned they won't be able to fix a problem on their own, should one arise. With so many different devices and manufacturers, consumers are also unsure of where to turn to find solutions. More than half (53%) of potential buyers would like to have one place to turn for all connected-device issues.

Hall of Fame welcomes three new inductees

Three new members were inducted into the CHHMA Hall of Fame on April 12th at a special luncheon held at the Toronto International Centre. Bill Calisina, former president of Bissell (now retired), Laurie O'Halloran, publisher of Home Style, and James Mumby of Dynamic Paint Products. Since it was first established in 1984 to recognize the achievements of industry innovators and pioneers, 60 people from the retail, manufacturing, and now publishing, sector have been recognized.



CHHMA president Vaughn Crofford, left, and Jerry Cayne of Cayne's Housewares (a Hall of Famer himself) present Laurie with the award.



Bill Calisina (retired president of Bissell) accepts his award from Vaughn Crofford.



Laurie is shown with two Home Hardware Hall of Famers, Ray Gabel, left, and Paul Strauss.



Laurie's immediate family members were on hand at the luncheon. shown l-r: son Jesse, Laurie, husband and partner Michael, daughter Haley and parents Diana and Rick Gaiger.

Going after the graying boomer market

As we get older, simple meal preparation tasks can become difficult. Removing a jar lid can be painful. Twisting off a bottle cap becomes an impossible challenge.

Helping boomers navigate their aging bodies through the kitchen was a strong emerging trend at the recent Chicago Housewares Show. The impact of consumers born between 1946 and 1964 is making a major impact on the American market.

"They account for over 40% of discretionary spending in the country. Many of this segment is mortgage-free, and they are also about to be the inheritors of over \$1 trillion being passed on by their parents. They are a very critical part of the kitchenware market," says Susan Yashinsky, vice president of Innovation Trends.

The youngest baby boomers are in their early 50s, and many have children as well as themselves to buy for, making them multi-generational consumers and decision-makers. Americans also are living longer than ever, so many older boomers also have parents for whom they are caring.

Yashinsky says "one in eight baby boomers will live to be 100."

When developing new products, designers now take aging into consideration, with eyesight and hand function topping the list.

As our hands age, strength and range of joint motion decreases and our sense of touch slowly declines. This combination directly impacts dexterity, feedback and ability to easily handle and operate many everyday products. Rotary knobs and push buttons that are easy to use by a 25-year-old consumer become challenging to a 60-year-old who has lost more than 50% of her hand strength.

Speakers also noted that as our eyes age, glare and contrast become more of a problem when designing control knobs and LED displays.

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Spending up on food storage and gadgets

Retail sales of gadgets, food storage and portable beverage ware in the U.S. rose in 2015, according to NPD.

Portable beverage ware sales were up 30% in 2015 for the 12 months ending December 2015. More than half of all portable beverage ware items sold in 2015 were water bottles. Less than 15% were travel mugs. Blue was the top-selling color in the category.

Nearly \$1.5 billion was spent on gadgets in 2015, NPD reported. The most popular gadget categories, based on units, were: non-electric can openers, turners and measuring cups. The segments seeing the largest dollar sales increase in 2015 were ice buckets, peelers/corers/slicers and spiralizers.

NPD also reported that food storage purchases generated \$986 million in sales in 2015, an 8% increase compared to 2014, with rectangle and square the most popular shapes. Sales of traditional food storage that is collapsible are growing, as are sales of options that are divided, and those that have a handle.

Gray is here to stay

The colour gray is hot and seems to be here to stay. Though white remains the best selling colour for most categories of home furnishings, gray is catching up. Not only have homeowners embraced gray for things that are easy to change – such as wall colors or throw pillows – they also have embraced gray for things they expect to be using 20 years from now, such as kitchen cabinets.

Gray has even gone global, influencing traditional crafts that most of us assume to be impervious to fashion and trends. For example, carpet weavers in Tibet, Nepal and Northern India are still producing patterns that are hundreds of years old, but now the colours are contrasting shades of gray.

As a colour, gray encompasses everything from a soft silver to a dark charcoal. It's the perfect neutral because it's compatible with almost every other color, and it folds easily into every style

of decor. As Dee Schlotter of Glidden Paints explains: "Gray plays well with other colours."

Though most people think of gray as a 50-50 mix of equal parts black and white, most grays are actually a mix of other colours that give it a unique chameleon-like quality.

Stocks – the gift that keeps on giving

Just six months after the brokerage firm Stockpile put partial shares of blue chip stocks and index funds on shelves in several dozen stores, the firm's gearing up to go national. A number of national retailers, including Kmart, Toys R Us, Safeway and Wegman's are all about to start selling the company's gift cards all over the country.

"There's a lot of pent-up demand in this country to own stock," says Dan Schatt, Stockpile's chief commercial officer. "Every retailer that dipped their toe in the water with a few stores has decided to go national."

At its most basic level, the privately held company is no different from any other digital brokerage firm: It is in the business of helping consumers buy and sell stocks. What's different is the form: small blue gift cards available in super markets and major retail chains.

Consumers are in the mood to clean

Consumers seem to be in a spring house cleaning mood, according to Nielsen's new global home care survey. More than three-quarters (77%) of consumer respondents said they purchased household cleaning products from a large retail chain in the past 12 months.

"Distribution is the top driver of

product trial, and it is positively correlated with product volume," says Sarah Peters of Nielsen. "Presently, e-commerce accounts for only a small share of household products sales, but it is growing rapidly, particularly in Asia. As increasing economic prosperity in the region drives sales of household cleaners, establishing and maintaining strong relationships with both bricks-and-mortar and pure-play online retailers will be important for capitalizing on this growth."

According to the study, efficiency and value top the list of most important attributes in a home cleaning product. Sixty-one percent of respondents said performance is very important when selecting a household cleaning product. In addition, more than half (54%) said good price/value is very important. Four in 10 respondents said previous experience is very important when selecting household cleaning products, while slightly fewer (37%) said a trusted brand name is very important.

Secondary attributes should not be overlooked, according to the study, as nearly three in 10 respondents said packaging that is easy to use or store (29%) or that comes in a size that fits their family's needs (28%) is very important. In addition, some consumers are leaning green. Twenty-six percent of global respondents said organic/all natural ingredients are very important, and 24% said environmentally friendly and sustainable packaging is very important.

In terms of gender, 44% of respondents said the female head of household does the majority of cleaning while 17% of respondents said men do the majority of cleaning. Globally, 28% share the cleaning responsibility between the two heads of the household.

Consumers are turning to mobile devices to shop in greater numbers as retailers learn more about their habits. Sales via mobile devices grew by 56% year-over-year in 2015 to \$49.2 billion, while desktop computer-based shopping revenues rose by 8.1%, comScore reports. More purchases via mobile are happening as consumers make smaller orders in shorter bursts, a trend known as "snacking."



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Sharing is caring in the people's economy

By Candace Sutcliffe, President, CA Paradis/The Chef's Paradise, Ottawa

I am often amazed that the smartphone has not yet celebrated its first decade. The first iPhone wasn't introduced until 2007. Not only is my smartphone my lifeline, but my tech obsession is now supported by a network of interrelated devices; iWatch, iPad Pro, etc., which are all synced to keep me up to the minute on emails, text messages, online orders, my water intake for the day, and how many steps I have taken.

There is even a series of apps that have changed my consumption patterns. These apps (mostly) know my preferences: what I'd like to make for dinner, the type of music I like, when to motivate me to get my workout in, where I should travel to next, the list goes on. With the push of a button I can get a friendly, fair-priced ride home, buy that thingamajig I have been meaning to get forever, rent a fabulous dress that I would have otherwise likely only worn once, you name it.

In the past decade, these life-altering technological innovations have put pressure on businesses big and small. But the potential disruption that new technologies and the internet currently have on our economy is just scratching the surface.

Uber, Airbnb, Zipcar, and Etsy are all modeled on a new emerging socio-economic principle known as the Sharing Economy. Simply put, the sharing economy is an exchange of products or services between individuals. This new peer-to-peer (P2P) model is largely influenced by Millennials (18-34), but is quickly catching on with consumers of all ages. Under-utilized goods of all types; spare rooms, cars, skis, power tools, designer purses and dresses, are being rented out or bartered between

peers, while earning the owner extra income for their valued possessions.

While the concept of a collaborative consumerism has always existed (B&Bs, time shares, etc.) technology has made it possible to connect individuals in a safe and trustworthy way.

Fear of buying online is a distant memory. Once the first Amazon purchase has been made or Uber ride experienced, the reality of affordable convenience quickly opens up a new microclimate of how to buy and sell goods.

Background checks are done by app developers, while user profiles and ratings are readily available for both buyer and seller. Amazon and Ebay have basically turned regular people selling the odd item into full blown e-commerce retailers. Individuals looking to earn a little extra income are now running full time e-commerce stores.

Though there are arguably flaws to the model, most share economy companies contract freelance workers, which can also benefit traditional businesses. For example, graphic designers are readily available at Upwork, and delivery exchange services like Giftopoly will tailor gift basket items between multiple companies for a small fee.

Not surprisingly, governments and large corporations are starting to pay attention. While the true nature of a sharing economy is founded on community growth and social exchanges, the modern day version is one that is much more of an "accessibility economy".

Critics of the sharing economy argue that these companies are still operating on a goods or service in exchange for cash basis and should be regulated and taxed in the same manner. The company is acting as an intermediary between



peers which then removes the "social" aspect. Similarly to the struggles faced by organizations that overlooked e-commerce as a threat within mature industries, companies in all goods and service sectors need to take note: consumers are choosing convenience and affordability over full time ownership.

Service, price and availability have helped fuel the sharing economy; however, environmental impact and community accessibility, particularly in large, expensive cities, have also created the need for community networking platforms.

While the impact of a sharing economy may not be felt within our industry immediately (I can hardly imagine a society where home cooks rent out their beloved knife or favorite frypan) I do see how the need to reuse, reduce and recycle will influence our next generation of consumers. There will be a more conscious reasoning about whether a household purchase is really necessary. Businesses that provide value for buy backs on household goods in exchange for an upgrade or implement a discount in exchange for goods to be donated, will create a more loyal following over marketers simply looking to buy brand equity. A sharing economy creates value in waste; items are reallocated to where they find new use and worth. ☺



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The right move

With a bigger, brighter and more accessible location, Sigrid Wolm positions *Kitchen To The Table* to appeal to the next generation of 'foodies'

By Laurie O'Halloran



Although Sigrid Wolm's new kitchen store is just over a kilometer from her original location, it feels like it's a world away. The old store was situated in the middle of the BIA area of town and it was difficult

to access for a number of reasons. The new larger site is in an upscale shopping complex off the main road into town. The store's location serves a wide rural and urban community and is a natural midway point to cottage country. It has only been six months since she opened the new shop, but Sigrid says all the hard work is already paying off.

Sigrid opened the first "From The Kitchen To The Table" in 1998 in a small 800-square-foot store in the downtown core of Orangeville, Ontario (one hour north of Toronto). At that time, the rural town was accessible only by a two-lane road off the highway. In 2002, the store moved across the road to a 1,200-square-foot space in a heritage building.

After 13 years in her second location, Sigrid felt it was finally time to consider yet another move. With a corporate background, Sigrid wisely decided to hire a business consultant to evaluate the risks and benefits of a major location change. The idea got a positive review.

Last summer, Sigrid signed a five year lease for the new store at 163 First Street. Because she 'feels married to the business', she says signing this lease "felt like I was renewing my vows!"

The challenge was figuring out how to close the old store without too great an inconvenience to loyal customers and how to spread the word about the move. She and her staff started reducing prices to clear out old product lines that wouldn't suit the new store. They held moving sales and posted daily specials on their Facebook page to add interest.

Monthly newsletters by email revolved around the topic of the move to fuel anticipation. By September, staff



Top, clockwise, store owner Sigrid Wolm is shown with her three full-time staffers, Lynne Boni, Kristin Vettese and Sarah Cuthbert. Staff now wear black aprons as part of the new dress code. Above, the exterior signage. Right, an antique stove greets customers at the entrance.



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Retailer Profile: Kitchen To The Table

had packed up the remainder of the clearance items and donated them all to the local SPCA and hospital consignment shops ensuring a clean slate of merchandise at the new store.

October 1st was the big opening day and customers were amazed at the brilliant, clean new interior with clearly marked brands. With the new store came a 'black and white' dress code requiring staff to dress the part of a contemporary store.

Sigrid decided early on to take a 'branding approach' to merchandise displays. The concept was created by interior designer Jo Alcorn of White-wash & Company, who selected the basic colours and the overall 'look' of the new space. Sigrid describes the new store design as "going from comfy-cozy to the 21st century".

Tom Simpson of Breville, a key vendor, says "Sigrid and her team have done a sensational job at the new store. The product selection, merchandising and grouping is superb!"

"We wanted to reflect today's modern kitchen," says Sigrid. "We have an updated look that is bright and fresh so we can let the products take centre stage."

Adding 600 square feet of retail space



Top, the central cash desk is a focal point in the new store. Centre, the rear demo kitchen features appliances from Breville, Chef's Choice and Krups for customers to test drive. A display of Sophie Conran, above, the bakeware aisle, top left, and the new logo, left.



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Retailer Profile: Kitchen To The Table

doesn't require the inventory to go up, it simply means that the store has more room. The customer can now navigate and see displays more clearly.

Sigrid kept the lease at the old location until December maintaining window displays of new products right up until Christmas. Signs in the window clearly directed customers to the new location at the busiest time of year.

In addition to a large, central cash desk, there is a demo kitchen at the rear of the store devoted to displaying small appliances. Several demo models are available to the staff to take home and test drive in a real-life capacity. These same models are displayed so customers can see the machines up close and staff can relay personal experiences on how the appliances work.

After years of relationship-building, loyalty has been established with key vendors. This can be seen by the many supplier-based display units throughout the store. The branded units are complimented with ever-changing displays on harvest tables and, the mascots, three charming antique stoves.

As part of the store's evolution the name was edited by dropping "From The" and the logo was tweaked with the help of a graphic designer on social media. The new sleek logo features an orange flame (for Orangeville) and a whisk in place of the "L".

Thrilled with the new name and bright new location, Sigrid's optimism is a breath of fresh air in a challenging retail environment. As she says, "it's like a brand new beginning for the team".



The store now features a full Lampe Berger wall inside the front door, above left. An entry way chalkboard, above, promotes the store's online newsletter. Top, a display unit featuring Lodge Cookware and a table focused on bakeware.



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Coffee's Hot!

What's new in coffemakers and espresso machines

Living in interesting times

By Dave Adamchick, Account Manager, NPD Group

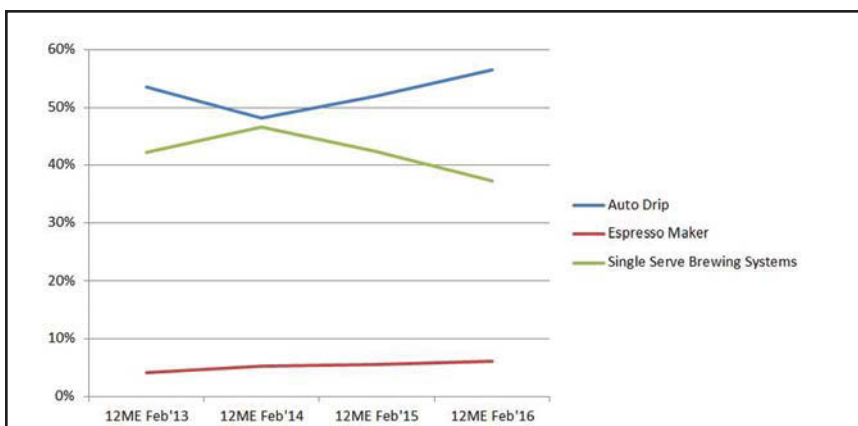
It continues to be an interesting time in the coffeemaker market. The total coffee machine market declined in Canada by 7% in terms of dollars year over year as of February. The drop was largely driven by single serve coffee machines, which declined 18% in the same period. Overall, coffeemaker units are down 13% vs. last year while single serve unit volume declined even faster, down 24%.

Espresso machines are also declining in units, but this decline is driven primarily by the pod espresso segment. It seems that the convenient trend of pod brewing that drove so much growth a few years ago may be waning, and it is having an impact on the entire coffee machine market. One bright spot: excluding pod machines, the traditional espresso market is growing unit volume by 21% year-over-year. Perhaps consumers who are replacing or upgrading their machines are gravitating to traditional espresso. It could also be a reason coffee grinder unit volume has grown 5% year over year.

Prices in the overall machine market have increased 9%, driven by a combination of Canadian dollar exchange pressure, mix shift towards more expensive traditional espresso machines, and 13% average price increases in auto drip coffee machines.

There are some interesting bright spots in the coffee market that point to new opportunities. For many, the single serve machine has been a gateway into the wide world of coffee. Some consumers use a single serve on weekday mornings for speed, and then use a more time and labour intensive manual method (such as pour over coffee, French press, or cold brewing) on the weekend. These manual methods have been a notable trend for two years now at the Chicago International Home and Housewares Show. Electric siphon coffeemakers and electric pour over machines were showcased in manufacturer booths, making these traditionally manual methods easier for the end user. Also, a new entry to the coffee market is the higher priced, premium drip machine, which is redefining the high end for the mass market. I expect manufacturers will step up to fill in the gap in price points in that space.

Chart: Unit share by subcategory



The innovative Spin Brew technology in every iCoffee single serve brewer spins, steams and swirls right inside any K-compatible cup brewing impossibly smooth coffee. Express, DaVinci and Mozart models can brew four 12-ounce cups. iCoffee's SteamBrew 12 cup brewer is the first coffee maker to use the goodness of steam to open the coffee grounds, releasing the locked-in flavour and creating a rich coffee crema, visible through the brewing window. All models are now available in Canada from **On Route Distribution**.

According to the *PopSugar*, a top trend website, fermented brews and new flavouring options will be hot with coffee drinkers this year. Hemp milk will be becoming increasingly popular because it complements the coffee's flavor rather than distracts from it. Plus, hemp milk foams up nicely for lattes and cappuccinos. Another top trend will be bubbling brews such as fizzy coffee or espresso tonics.

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Cuisinart Single Serve K-Cup-compatible coffeemakers have all the features users need to make morning departures worry free. The Compact brewer features a 48-ounce water reservoir, three serving size options, a removable drip tray and 30-minute auto shutoff. The Premium brewer is a versatile, fully programmable home-brewing unit that is ideal for both personal use and entertaining. The unit has five different cup-size settings and an adjustable brewing temperature. The DuoBrew, centre, features a fully automatic 12-cup coffeemaker on one side and a single-serve brewer on the other.



The Curvy Cup has double-wall construction for superior insulation. The inside stays hot while the exterior is temperature neutral. A contoured split finger handle provides a secure grip and prevents spills. The lower curve in handle cradles fingers for support. Fill with any hot or cold beverage. Available from **Product Specialties** in brushed stainless steel or burnt copper finish.

The coffee collection from **KitchenAid** includes, left to right, the Custom Pour Over coffee brewer, the Siphon brewer, a burr grinder and the Precision Press coffeemaker. The Pour Over and Siphon units each combine the flavour and control of a traditional method in an automatic unit that delivers maximum extraction. The grinder features 15 grind levels and the glass bean hopper holds up to seven ounces of beans. The classic French Press machine has an integrated scale and timer for a precise, full-bodied brew.



The Accent beverage pot from **Sagaform** is ergonomically designed with a practical lid that is easy to open and close. It also has a grip-friendly handle in rubber that makes it easy to hold and pour. The pot comes in four colour combinations. The Accent beverage pot recently received the prestigious Red Dot design award.



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Coffee's Hot!



Built on a history of Passion, Precision and Perfection for every cup, the Savoy range of coffee makers from **Krups** feature large, easy to read LCD screens, dual programmable clocks (for weekday and weekend auto start), small batch brew option and convenient front facing water level indicator. Handsome black and stainless steel designs will complement any décor. The range features a warming plate thermostat with three temperature settings (low, medium and high) and a time setting (in 15 minute increments) to ensure the optimal temperature is maintained throughout the day. For the coffee aficionados wanting added convenience, Krups new range also features a thermal version for "travelling" to the kitchen or dining table and a Turbo function that brews 35% faster, without sacrificing on flavour.



Faema Canada will launch several exciting new appliances this year. The **Jura Z6**, far left, is the world's first machine to use the Pulse Extraction Process to create a perfect espresso. With 10 different intensity levels, users can customize to personal taste. Hot milk is frothed automatically at the touch of a button. There is an automatic switchover from milk to milk foam and precise regulation of milk foam temperature. It also uses an intelligent water system.

The **Capresso Café Pro**, left, has a stainless steel warming compartment to keep espresso at the perfect temperature. It features a heavy-duty portafilter that's convenient and easy to use plus a commercial style power frother for perfectly foamed milk.

The new Triple Brew, bottom left, is a combination coffee and tea maker. With a slim, compact design, it features an Italian-made pump heating system and innovative brewing system to customize the flavour and strength.



Coffee's Hot!



Breville's Barista Express espresso machine, left, features state-of-the-art innovation. With a built-in grinder, the Barista Express allows fresh ground beans to be extracted within a matter of seconds, creating richly layered and dynamic flavour. Suited for entertaining, the Barista Express features a fully adjustable conical burr grinder that lets users grind the exact amount directly into the porta filter.

Knowing that balanced flavour starts with the right amount of grind, Breville has also introduced a new grinder, right. The stainless steel conical burrs ensure a consistent; more even grind size every time. With 60 grind settings, from espresso to French press, the Dose Control function is a must-have for those seeking café-quality results. The adjustable Razor dosing tool helps to trim the coffee puck before each extraction.



The **Electrolux** Expressionist Thermal Coffee Maker, below, features an advanced brewing system. The unit uses the AromaStrength Selector and ProBrew Shower System to extract the coffee's best flavors. Other key features include a high contrast LCD Display with 24-hour auto start, a permanent Gold-Tone coffee filter to let the full coffee bean flavor flow through the cup, and a PureAdvantage Water Filter to ensure great tasting coffee.



Natural Canvas from **Denby** is a versatile tableware range designed for modern living. The stoneware line, with neutral tones to suit any home decor, includes this stylish coffee press, below.



The LSA Paddle espresso set from **David Shaw Designs**, below, is available as either a 2-cup or 6-cup set. The porcelain espresso cups and sugar bowl are nestled into the FSC-certified oak paddle.



Coffee's Hot!



The **Hamilton Beach** 12-cup coffee maker and hot water dispenser is two appliances in one. Separate water reservoirs, above, operate independently. Both sides can be programmed up to 24 hours in advance and the two-hour automatic shutoff provides added safety. It offers one-hand hot water dispensing and a cone filter.



The affordable **Proctor Silex** single serve coffeemaker, above, is compatible with any K-cup pack but also offers the option of using ground coffee. Perfect for small kitchens or dorms, it delivers a fresh, hot 14-ounce cup of coffee anytime. It also features auto shutoff and a brew light.

Zwilling is introducing Sorrento Double-Walled Glasses, below. Ideal for coffee, tea, hot chocolate and more, these glasses (mugs) are as stylish as they are functional. Designed by renowned architect Matteo Thun and mouth-blown by skilled artisans, each double-walled glass is made from high-quality borosilicate glass and keeps hot drinks hot and cold drinks cold without condensation.



Barista has created a range of beautiful 'coffee' equipment to prepare the perfect blend by hand, at home, below. Available in fashionable copper or gun metal, the line is available from **Port Style** and includes two sizes of coffee press, a frother to 'form the foam' and to top it all off, a shaker to apply just the right amount of cinnamon. Also new from Port Style is the Caffenu cleaning capsule, right. Designed for Nespresso machines, it releases a powerful foaming agent to remove residue and bacteria in just two minutes.



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Toronto Gift Fair Show Preview

Editorial Submission Deadline:
June 10, 2016
(laurie@homestylemag.ca)

Advertising Material Due:
June 22, 2016
(michael@homestylemag.ca)

Coffee's Hot!

The **Salton** Smart Grinder grinds all ingredients uniformly without burning in four easy steps. Simply fill the bowl, select the number of cups, choose the coarseness and press start. The retractable cord eliminates counter clutter and the stainless steel bowl is removable.



Le Creuset's Personal French Press, above has a 0.4-litre capacity. The stoneware keeps coffee hot yet resists stains on the interior. It comes in 10 colours with a stainless steel plunger and a mesh press inside.

The durable, 11-ounce **Zoku** Iced Coffee Maker works with any brewing method to serve up single portions without watering down coffee or tea. It includes a removable stainless steel mug, outer insulating sleeve, a spill-resistant lid, and a colour-coordinated straw. After freezing the steel mug for 24 hours, place it in the insulating sleeve, pour in coffee, and seal the lid



Designed by leading British product innovators, the ROK Espresso Maker is now available from **Bradshaws**. Just add hot water, choose the coffee and control the concentration of pressure and flavour to suit every taste. There is no espresso machine comparable to the compact size, simplicity and quality of the ROK

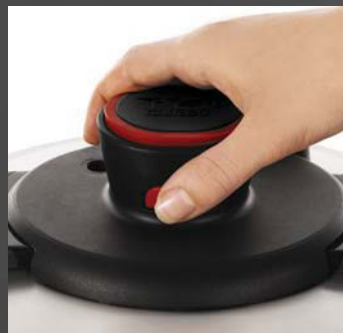
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Best in Baking

The latest in bakeware and decorating accessories



A classic Madeleine pan from **Le Creuset** features 12 delicate, scallop-shaped molds, shown above. The metal bakeware is made of heavy gauge carbon steel to spread heat evenly and efficiently without burning. Wide rims made of heat-resistant silicone provide added grip to make it easier to transfer full pans to and from a hot oven. A new Pizza Pan, below, features perforated construction which allows air to circulate evenly, resulting in a perfectly baked pizza with a crisp golden crust. The large, flat and rigid tray can easily slide in and out of the oven. Le Creuset's metal bakeware is covered by a limited lifetime warranty.



Designed to meet the demands of professional bakers, **Paderno's** new lines of "Commercial" and "Artistry" bakeware will be right at home with even the most demanding home cooks. Made from durable steel, with a thick layer of non-stick coating, the bakeware is built to release baked goods perfectly every time they come out of the oven. PFOA/PTFE-free and backed by Paderno's 25-year warranty. The Copper collection is shown right.



The new **All-Clad** Roasting Sheet brings the efficiency and convenience of the tri-ply cookware to ovenware. Constructed of bonded 18/10 stainless steel with an aluminum core producing even heat distribution, it's perfect for roasting, broiling and baking. They are manufactured in the USA and available in two sizes



La Patisserie Prestige eco-friendly bakeware from **Orly Cuisine**, shown below, now has a new thicker design. The durable, non-stick baking pans are



dishwasher-safe. Orly has also introduced new shapes and designs for its Cool Silicone Chocolate collection, below. The silicone moulds are ideal for candy or ice cubes and are oven safe up to 450°F.



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Best in Baking

Baking is better and easier than ever with Chef's Classic non-stick metal bakeware from **Cuisinart**. Made with high-gauge steel, easy-grip handles, and a double coating of Whitford Xylan nonstick on both the interior and exterior, each piece is built to last and easy to clean. The series features a variety of pieces in various sizes to accommodate a wide range of baking needs. Professional steel construction distributes heat evenly to ensure excellent results.



Counseltron's 9-inch wedge pan by Lodge is perfect for cornbread, scones and more. Made in the U.S., the pan is partitioned into eight sections for individual, ready to serve portions.



The Bakelicious Icing Gun from **Fox Run Brands** allows bakers to have up to three colours ready instantly using a unique "quick-switch action". A different icing tip can be used on each cartridge when alternating between icing techniques. The ergonomic pen-like design fits nicely in one hand.

With distinctive shapes and bright colors, the Pueblo collection from **Libbey**, right, gives the home entertainer an array of options to mix and match the rich colors and shapes to fit their personal entertaining style. Pueblo bakeware is available in three sizes and will be sold open stock as well as a two-piece set with the small and medium size stoneware. The shape-specific colors are: Square in Chili Red, Round in Sage Green and Oval in Pumpkin Orange.



Trudeau's new baking pans have a revolutionary integrated steel structure in a two-colour finish that makes each pan sturdy and secure for handling while offering the easy release flexibility of silicone. The pans cook evenly in the oven, are heat resistant up to 428°F or 220°C and are also freezer, microwave and dishwasher safe. The Mini Muffin Pan, below, is ideal for making a variety of bite-size treats. The new Trudeau Decorating Pen, shown left, can make fine or thick lines. It's also microwave safe for bringing chocolate or icing to the desired temperature. The pen is easy to use with one hand, comes apart for easy cleaning. The four-piece set also includes two tips and a resting stand.



Best in Baking



These versatile mixing bowls from **KitchenAid** make one-bowl prep, storage and baking a cinch. With capacities of 1.5, two and three quarts, this 3-bowl set nests neatly together for easier storage. Spouts add convenience when pouring batter. The nonporous ceramic line has a vibrantly-coloured finish. It's microwave, freezer and dishwasher-safe and resists staining, chipping, cracking and crazing. KitchenAid's professional grade non-stick bakeware, right, is made of aluminized steel for excellent heat transfer. The edges are reinforced with a galvanized steel bar to ensure the pans keep their shape. Offered in a variety of specialty shapes.



Norpro's new 4-wheel pastry cutter, below, extends to 18 inches. It's adjustable to seven different sizes in total, both standard and metric. It can easily cut multiple strips of pastry or dough evenly and quickly. It's also perfect for brownies and dessert bars. It's boxed with a hang tag.



Abbott offers the TidBit flat pedestal stand in two sizes plus a two-tier design, shown above. Perfect for afternoon tea parties, the small or medium stand is available in clear glass with silver aluminum accents.



American-made Granite Ware "Better Browning Bakeware" is a specialty line of 'porcelain over steel' bakeware that delivers exceptional results. The carbon steel core delivers strength and excellent heat distribution while the porcelain surface is naturally non-stick. It browns easily in the oven and is dishwasher and metal utensil-safe. Made in Europe, Simax borosilicate glass bakeware comes in various shapes and sizes. It's safe for the oven, microwave, freezer and dishwasher. The pans are also lead and cadmium-free. Distributed by **David Shaw Designs**.

Wilton is hoping to make cupcakes more appealing for the adult crowd this year. The company has introduced *Cupcakes Are My Cocktails*, a cookbook and kit. Inspired by today's most popular drinks and cocktails, cupcakes infused with liquor are today's trend in self-indulgent desserts, the company said.

Included in the kit are Shot Tops, the company's newest product introduction. Shot Tops are used to infuse flavors into cupcakes, sweet treats and fruit. According to the company, Shot Tops are designed to add a shot of fun to everyday desserts. Additionally, the Shot Tops can be used to infuse the cupcakes with non-alcoholic substitutions.

Recipes from the cookbook include merlot and chocolate cupcakes; Sangria cupcakes; Jack and ginger cupcakes; Shandy cupcakes; Pink Champagne cupcakes; Mint Julep cupcakes and more.



Entertaining at home

The Zermatt raclette party grill has a contemporary copper finish that adds a touch of style to any dinner party. The grill, available from **Swissmar**, includes eight heat-resistant spatulas, eight raclette dishes, 1200 watts of power and a variable heat control function. Two models are offered: a reversible cast aluminum non-stick grill plate and a granite stone grill top.



These versatile, practical and beautiful bowls from **Denby** provide a reliable eating surface and look stylish when entertaining a crowd. These bowls come in a variety of shapes, sizes and colours to make a stylish arrangement on any table.



The new wood collection from **Lenox** complements Michael Wainwright's most successful pattern, Truro. Available in both gold and platinum. The aesthetically appealing design, enables one to mix and match with the existing line. Both, the centerpiece bowl and rectangular trays are great standalone pieces, but have the versatility for multi-functional usage.



DanESCO offers essential serving tools to help consumers entertain guests in style, including wood serving boards.

The four-piece hors d'oeuvres utensil set, above, includes a stainless steel fork, solid spoon and perforated spoon. Also new is this 10-piece lobster tool set, below. Beautifully packaged in a book-style gift box for easy storage, the set includes 'how to' instructions for enjoying lobster, four butter cups, four lobster forks and two seafood crackers.



The latest **Abbott** collection includes a variety of serving boards made of Acacia wood or marble (shown above) with or without straps. The marble boards are offered in rectangular or square shapes to serve meats, cheeses or appetizers.

Entertaining at home



The **Cuisinart** Spiralizer is designed with fixed blades and blade guards to keep fingers free of sharp edges. It features adjustable slicing options. Blades shift into a hidden safety position when not in use as the rest cut thin or thick Julienne or ribbon slices of fruit or vegetables. This innovative chopper creates low-carb, gluten-free spirals that double as beautiful garnishes.



LSA International's City domes and bowls, above, have a contemporary mouthblown design with stepped, solid walnut lids and bases. The thick, hand-made glass is finished with a soft rim and the domes keep insects away from food when dining al fresco. Made in Europe, they come gift boxed from **David Shaw Designs**. Also ideal for entertaining are the Deco Slate serving pieces from The Just Slate Company, right. Each slate piece is honed and sand blasted by hand in Scotland.



Securit's Silhouette chalkboards from **Cuisivin** are perfect for signs and kitchen messages. Durable and easy to clean, the chalkboards have an aluminum base and come with a special white 'chalk marker'. Waterproof markers are also available.



The new Lazy Susan Hotray from **Salton** is perfect for pizza parties or sporting events. The cordless round warming tray will ensure food stays warm. Simply plug in the tray for eight minutes, detach the cord and food will be kept warm for 60 minutes. It features a 360° rotational design with a chrome finish.

The Stack-a-Snack flippable stand is shaped like a classic martini glass. It has a removable bowl insert plus a divider insert for single or two-dip combos, lids for keeping dips fresh until serving, and a suction-cupped base for stability. It can be used as a plate stand, dessert display or cocktail peanuts. The bowl inserts are microwave-safe for easy reheating of dips. Large and small versions are available from **Fox Run**.



Floor Care



Designed to mop hard floor surfaces with high amounts of traffic, the Braava Jet Mopping Robot from **iRobot** is ideal for kitchens and bathrooms. The compact new unit combines a vibrating cleaning head, precision jet spray and Braava Jet cleaning pads to lift dirt and stains, even in hard-to-reach places, like behind toilets. To use simply attach the desired Braava jet cleaning pad and press the 'CLEAN' button. The robot will automatically determine its cleaning action based on the pad (wet, damp or dry) chosen and can deftly maneuver around obstacles in its path. When finished cleaning, users simply place the robot over a waste basket and hit the 'eject' button to drop the pad into the trash. To keep it from entering unwanted areas, users can create an invisible boundary with Virtual Wall Mode. Distributed by United Sales & Mktg.

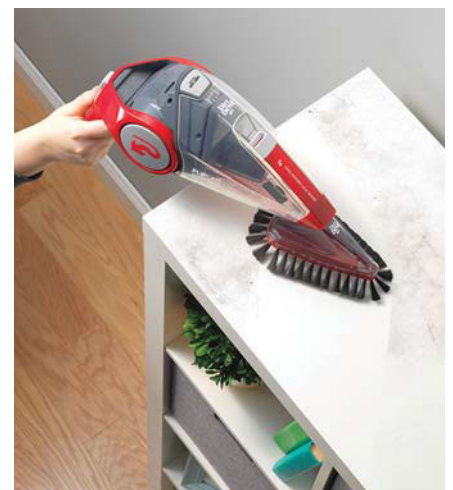
The new **Bissell** ProHeat 2X Revolution Deep Cleaner, shown below, is specially designed to tackle pet stains. This light-weight yet powerful deep cleaner is said to out clean the leading rental unit and offers multiple cleaning modes to fit different household needs. It delivers a high performance clean for any carpet type and dries in about an hour.

Also new from Bissell this spring is the SmartClean robot vacuum, right. It has dual side spinning brushes, powerful suction and a unique brushroll design to gather dust, debris and hairs. The SmartClean robotic vacuum is designed with a special navigation system that provides excellent coverage, even under furniture, along edges and corners and in other hard-to-

reach places. It will automatically return to the self-charging docking station. The robotic design gives users the ability to schedule cleaning when it's convenient. The lithium-ion battery delivers lasting, powerful, hands-free cleaning.



Dirt Devil's newly launched Flipout cordless hand vacuum houses a powerful 16 volt fade-free Lithium battery system to provide a longer runtime, faster charging time, and continuous power. Powerful suction cuts through any mess with confidence, while the lightweight and compact design makes this hand-vac incredibly easy to use. The four-position folding handle allows for easy cleaning and storage. Complete with an On-board Quick Flip crevice tool, above-floor dusting tool, and powered stair and upholstery tool, Dirt Devil's Flipout brings power and versatility to every corner of the home.





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Spring was in the air at the Ambiente fair

Ambiente, the world's leading trade fair for the consumer-goods industry, welcomed more visitors than ever last February with an increase in the level of internationality on both the exhibitor and visitor sides. Altogether, 137,000 buyers from 143 countries (2015: 134,600*) attended the fair, compared to 134,600 in 2015. A total of 4,387 exhibitors from 96 countries presented their latest products and trends in 27 halls at the Frankfurt Fair and Exhibition Centre. Due to construction work on the new Hall 12, Ambiente took place on 308,000 square metres of exhibition space, compared to 328,400 last year.

With Italy as this year's partner country – and an emphasis on sleek Italian design – the mood at the show was upbeat with retail visitors who appeared committed and dedicated. Several trends emerged in the Dining Halls, including the predominance of pink in dinnerware, along with the ever-popular grey. Texture and sustainability was also key, with recyclable materials and natural elements being used on a variety

of kitchen products and dinnerware.

For the first time ever, the proportion of visitors from outside Germany accounted for 55 percent of the total. The top ten visitor nations after Germany were Italy, France, Spain, the Netherlands, United Kingdom, China, the USA, Switzerland, Turkey and South Korea. Above-average increases were also noted from Japan, South Korea, South America, Africa, the Middle East and Mediterranean countries/

In a ceremony during *Italy Day* at

Ambiente, Italy handed the Partner Country Globe to next year's Partner Country, the United Kingdom.

For this year's fair, renowned Italian design Paola Navone curated and designed 'La dolce vita', a wide-ranging presentation reflecting the broad spectrum of products offered by Italian exhibitors. German-Italian actor Mario Adorf, the guest of honour on *Italy Day*, toured several exhibition halls.

In 2017, Ambiente will be held from February 10th to 14th.



Italian designer Paola Navone designed the stunning *Le dolce vita* display at Ambiente, below, a tribute to decades of Italian design.



Show Highlights: Frankfurt

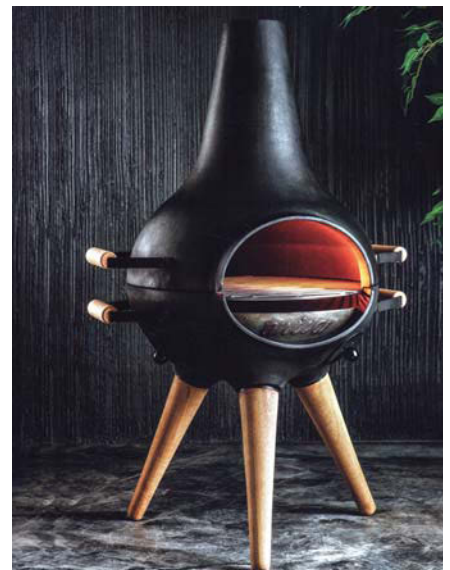


Todd Jarvis and Dana Kelhart were on hand at the Denby booth where they were promoting the Natural Canvas collection.

Spode celebrated the 200th anniversary of the popular Blue Italian dinnerware at Ambiente. The collection is available in Canada from Royal Selangor.



'Crazy' from Cookut of France is an easy and ecological way to make whipped cream. Simply put regular cream and sugar in the jar, add the silicone balls and shake for one minute for perfect results.



The stylish cast aluminum Cosa barbecue from Aniva has a chromium-plated steel grill and adjustable air ducts. It comes with either wood or coloured metallic legs.

Frankfurt visitors enjoy gourmet fare



The annual gala dinner for the press was held in the beautiful old Frankfurt Town Hall on February 14th. The interior was beautifully decorated for Valentine's Day.



Enjoying a dinner at a favourite Italian restaurant are, l-r, Alex Liddy of Liddy d+d in Australia, Tori Schofield of Linen Chest and Kate Wise of Port-Style.



In a massive exhibit, WMF showcased a new range of kitchen tools and gadgets.

Show Highlights: Frankfurt



Left, specialty bakeware as well as cookie and cake decorating accessories took centre stage at the Ambiente Fair.



Above, the Rust range is created by mixing metal dust left from key cuttings with gypsum-based material
Left, new ceramicware from Mateus in various shades of blue. All products are handmade in Portugal by artisans.



Cairo textured flatware from Herdmar is crafted from stainless steel in a contemporary design. A highlight of the line is the contrast between the ergonomic balance and the roughness of the surface.

Right, a basic white bowl and pitcher is part of the la Maison collection from ASA Selection of Germany.

Below, the Sapota Group unveiled the 2016 Trio d'Art collection. The subtle pastel-coloured pattern shown is called Optical Art.



Zone of Denmark produces a multi-functional line of bowls with lids that can be used for preparing, serving and storing food.



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Plenty of optimism on the Chicago show floor

The March 2016 International Home + Housewares Show received rave reviews from buyers and sellers, with an impressive showing by Canadians despite the high U.S. exchange rate! The sold-out show featured 2,224 exhibitors from 47 countries who approved of the distinctive rebranding, new look and relocation of Discover Design to the North Building. The aisles were busy right from the start and exhibitors eagerly demonstrated a host of exciting new housewares and appliances.

"We are very pleased with U.S. and international buyer attendance, which were a virtual match with last year's record numbers," said Phil Brandl, president & CEO of the International Housewares Association, which owns and operates the Show.

"2016 was a year of substantial transition with the complete rebranding of the show to the 'It's SMART' theme and graphics, along with the re-categorization and location of the Discover Design Expo to a new area," Brandl added.

The New Exhibitor Preview on Saturday attracted over 500 buyer and media attendees. The event offers buyers the opportunity to meet with 62 first-time exhibitors before the official 10 a.m. opening. Canada had another excellent showing at the annual Global Innovator Awards, with Lakehouse receiving our sixth global award on Saturday evening (page 12). That was following by outstanding attendance at the Canada Night party on Sunday at the Intercontinental (page 66.)

The show also included a series of thought-provoking educational sessions. In addition, the Innovation Theater offered 21 presentations on the Internet of Things, global shopping and retail and consumer lifestyle trends. (See next page.)

The housewares industry raised a record \$2.6 million during the Housewares Charity Foundation's 19th annual gala on March 7th. Proceeds from the event, held at Chicago's Navy Pier, benefited The Breast Cancer Research Foundation (BCRF), the HCF's legacy charity, the Housewares Charity Foundation Fund in Memory of Judy Colitz and *God's Love We Deliver*. This year's gala honoured Terry Lundgren, CEO of Macy's, with the Lifetime Humanitarian Award, and Lester Gribetz, president of Lenox Corporation, with the Humanitarian of the Year Award.

The sold-out event saw over 1,200 attendees enjoy a cocktail reception with tasting stations hosted by James Beard Foundation chefs and Macy's Culinary Council.

The 2017 International Home + Housewares Show will be held March 18-21 at McCormick Place, Chicago. 2017 attendee registration and additional Show information are available at www.housewares.org.



Derek Marcotte of Wüsthof is shown with Catherine Smith of NLI Solutions.



Lodge is celebrating its 120th anniversary this year with an expanded range of cast iron cookware assortment and the re-launch of best sellers, such as a wok. The family-run U.S. manufacturer also welcomed a fifth generation employee to the company with the addition of Lee Riddle, shown above (right) with Canadian distributor Brian Schachter of Counseltron.



Joe DiDonato, left, Lorenzo DiDonato and Michael DiDonato welcome Nathalie Lapalme of Groupe CDREM to the Jura/Capresso booth on the opening day of the show.



Jane Wall of Home Hardware visits Donald Longtin, left, and Mario Tomassi, right, at the Starfrit exhibit.



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Making Millennials feel at home

New research on how Millennials make themselves at home was presented at the Chicago Housewares Show last March, followed by a panel discussion on why business will never be the same again. *HFN*'s Maureen Azzato opened the session **How Millennials Make Themselves at Home** with findings from the report "2016 The Housewares Consumer Speaks".

"There are now more Millennials than Baby Boomers in the home and housewares market, and their buying intentions are strong," said Azzato. As a whole, "they love to entertain, eat out less, crave unique experiences and authenticity, are environmentally aware and socially conscious. Health and wellness are integral to their lives."

Among the specific findings were:

- 33% plan to buy a blender in 2016;
- One-pot cooking is very popular, with slow cookers being a favorite solution.
- A majority of Millennials reported vacuuming every day.
- When it comes to glassware, contemporary designs are the most popular.
- In cookware, durability is key, and Millennials are willing to spend more in this category.

Following the presentation, *HFN* editorial director Warren Shoulberg led a panel discussion on what this all means for housewares manufacturers and retailers. Panelists included retailers Kecia T. Hielscher of Nordstromrack.com/HauteLook and KC Lapiana, of In the Kitchen and president of HTT Buying Group; plus manufacturers Jeffrey Kruskall of Meyer and Julie Owens of Blendtec.

In general terms, panelists agreed Millennials like to do their own research, which has affected their marketing and merchandising. Both packaging and online copy needs to be bite-sized or bulleted, simple, and in priority order.

The panel also agreed that social media and a strong online presence is important, though there may not be any single golden platform or approach.

As far as the push and pull between online sites and bricks and mortar stores, the panel had different experiences with Millennials' preferences. "It appears that with higher priced items, the more likely they are to come in and try it out in-store," said Owens.

"We've found Millennials prefer bricks and mortar stores," said Lapiana. "They still want an experience and like to be engaged." Yet Hielscher admitted 50% of her (multi-channel) company's sales during the holiday shopping season were from purchases made on mobile devices.

Top 10 rules for engaging the housewares consumer

—It's never been more important to view consumers in three dimensions, IHA's trend forecaster Tom Mirabile told an early morning audience equipped with 3D glasses at the 2016 International Home + Housewares Show on March 7th. Today's housewares consumers are multi-faceted, and embracing change is crucial, said Mirabile, who is also senior vice president for Lifetime Brands, in his annual trend seminar entitled "The New Rules of Engagement."

"Ultimately, the best innovations come from a really deep understanding of who the consumer is and what problems they have that you can solve," said Mirabile. "Everything we do has to come from a problem-solving center."

Mirabile's insights were centered around his 10 New Rules of Engagement, which are:

- **Know Your Audience.** Younger and older generations are really dominating the economy right now. Kids are actually influential consumers, and it's important to look at Generation Z (ages 7–20) as the next adult generation. This group considers themselves foodies and is culturally diverse, entrepreneurial, and socially aware. Mirabile also pointed out that the oldest of Generation Y is turning 40 next year...a far cry from the common perception of Millennials as 20-somethings who still live with their parents.
- **Create Desire.** Consumers want to live in smaller homes, but they want those homes to live larger. They crave originality, personalization, and for the first time in a while, indulgences.
- **Inspire the Makers.** The maker movement is huge, and 'for the maker, skills equal status'. To this group, restaurants serve as inspiration, but simplicity is the key.
- **Get Personal.** We have never had the opportunity for the type of growth in gifting that we have today. There is a giftable occasion for housewares at all times of the year, and it's up to retailers to help make it relevant and accessible.
- **Get Healthy.** In the past, being healthy meant something you had to do. Today, being healthy is something you want to do, it is balanced between physical and emotional, and it is more realistic for all. Fresh is the single most important buzzword associated with healthy eating today. There's also more focus on mindful living and taking the time savor both process and consumption.
- **Sell Experiences.** Consumers are searching for new trends in baking as it moves from sweet to savory, how to bring restaurant trends into our homes, and easy ways to stay healthy in terms of body, mind and soul.
- **Stay on Trend.** It can be challenging to keep up with the latest trends, but it's important in housewares because it provides the opportunity to meet a new need or also repurpose existing products for a new trend. Home distilling, bread-making, home butchery, local sourcing, homemade snacks, ancient grains and grilling were highlighted.
- **Get Social.** Give people content or experiences they can share on social media, and keep in mind that pictures are just as valuable – sometimes more – than words.
- **Live in the Future.** In the past we used to think about innovation as something that trickles down. Now it gushes out. The future is about convenience and anything that saves consumers time...something no one can buy.
- **Embrace Change.** Whether it's omni-channel retail or mobile applications, Mirabile's parting advice was simple: *embracing change is crucial to success.*

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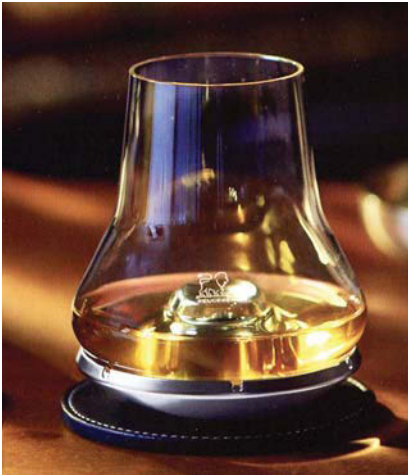
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New and noteworthy on the show floor



The **Peugeot** whisky set includes a uniquely shaped glass, metal chilling base and leatherette coaster, above. It's designed to bring out the best in whiskeys and spirits. First introduced in France, it won the Grand Prix at the 2015 Maison & Objet fair in Paris and is now available for shipping in Canada. The mouth-blown glass is tapered, with a narrow top for properly nosing the whisky before sipping. The wide bowl of the glass is enhanced with a central dome. When whisky is poured into the glass, it forms a circle around this dome, preventing the elevation of overpowering alcohol vapors. The metal chilling base cools the spirit for at least 30 minutes, without the use of ice.



The new **Thermos** Connected hydration bottle with Smart Lid lets users monitor their water intake and customize their hydration goals. With the help of a Thermos app, the bottle detects how much water is consumed throughout the day to provide automatic, real time tracking. The bottle also works with Fitbit by connecting the Fitbit account to the Smart Lid app to link up the two profiles and help maintain overall health and fitness.

The compact, cube-shaped Food Slicer from **Microplane** easily cuts mushrooms, hard-boiled eggs, strawberries, grapes and other foods into quarter-inch thick slices for beautifully arranged salads, professional looking desserts, and more. The Food Slicer features stainless steel serrated cutting blades that are sharp enough to slice through a tomato. With a simple push on the top, ingredients are transformed into evenly sized slices, all while keeping hands away from blades.



Fusion Brands has introduced the WaveRack, below, a vertical dish drying mat. This simple, functional product combines a dish rack and drying mat in one and folds in half for easy storage. It's made of rigid ABS and flexible silicone and comes in either gray or green.



Lenox has unveiled the Neutral Party range of chip-resistant, porcelain dinnerware. Microwave and dishwasher-safe, the taupe and beige tones create a casually elegant table setting.

What could be more Canadian than these red and white 'toque' bottle stoppers from **Monkey Business**.



Vacu Vin's elegant new Swirling Carafe features a substantial glass carafe nestled on a rotating, natural cork turntable. This contemporary, eye-catching carafe was exclusively designed for Vacu Vin in the Netherlands. It allows wine to breathe in an unconventional way. With a nudge, the Swirling Carafe gently turns and rolls on the ultra-smooth bearings of the "lazy susan" built into its base. The carafe sits securely at a slight angle, thus enhancing the swirling motion. It replicates the swirling, in-the-glass motion that wine lovers perform before each sip that allows the wines to open and breathe.



The **Libbey** Signature collection includes all the fine glassware needed for a home bar. The brilliance of the glassware enhances the appearance of wine and cocktails and is offered in several shapes, including Stratus, shown above.



Lee Eisman reveals Pantone's nine top colour palettes for 2017

Leeatrice (Lee) Eisman, executive director of the Pantone Color Institute, unveiled the nine colour palettes for 2017 at her annual seminar at the 2016 Housewares Show. For ever-divergent tastes and styling influences, these nine distinctive groupings are:

Day Dreaming – This palette is a continuation of the Color of the Year pastel theme, with colours that evoke thoughts that are light and weightless, in contrast to the heaviness of day-to-day stresses. A key here is that other colours, such as Yellow Iris and a Nile green, are used to expand on the blue and pink.

At Ease – A step from Day Dreaming, At Ease is grayed down for more of a sophisticated feel. A variety of ever popular neutrals, both cool and warm, are blended with muted tones in a way that seems effortless.

Native Instincts – Style-wise, current and future forecasts point to a homogeneous mix of design and colour where a piece of Native American pottery is compatible with a Turkish kilim carpet and/or a pre-Columbian artifact. Likewise, this palette offers bold colours like a smoky orchid and a Carmine red along with softer Earth tones.

Florabundant – Just like its name implies, Florabundant is filled with the sumptuous beauty of rich floral hues. This palette offers a lot of drama from Pink Yarrow, Chrysanthemum, Red



Dahlia and Baton Rouge and includes varying shades of green.

Acquired Taste – In both food and surroundings, an acquired taste means an appreciation for the distinctively different. Such is the case with this palette, which offers a mix of colours or textures not commonly seen together, yet they combine for a palette that is subtly luxurious. Colours include Orange Chiffon, Pale Gold, Mulberry, Brandied Melon, a dove gray and a muted pink.

Forest Bathing – This stress-reducing palette is inspired by the Japanese practice of “Shinrin-yoku” or forest bathing. Studies have shown that a contemplative walk in the woods reconnects the individual with nature and elevates their mood. Several shades of green and blue-green are enlisted, contrasted by

Grape Kiss and a refreshing Acid Lime.

Reminiscence – A walk down memory lane is the mood conveyed here. Traditional shades like Maritime Blue, Sepia Tint and Rattan convey a sense of nostalgia and stability, but the mix of new colours like Martini Olive and Bird's Egg Green keep the palette feeling fresh.

Raw Materials – Both the re-use and repurposing of materials from nature and the health and wellness movement are represented in this palette. Zephyr Pink offers an unexpected pop of color against the many, more natural tones.

Graphic Imprints – This palette starts with a base of black and white but then pulls in a series of strong, vibrant colours such as Blazing Yellow, Dazzling Blue, Prism Pink, Fandango Pink, Opaline Green and Orange Popsicle.

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Oh Canada!



Over 300 Canadians gathered at the Intercontinental Hotel in Chicago on March 6th to celebrate our heritage and the housewares industry. The annual event, held during the International Housewares Show, provides an opportunity for industry retailers and vendors to network in a purely social setting. A special thanks to the 27 sponsors and Maureen Hizaka of the CHHMA for making this night possible.



Trudeau's new CEO, Daniel Dufresne second from right, made his first appearance at Canada Night. He's shown with Mona Abrams (left) and Anne-Marie Trudeau, second from left, and Dave Abrams, right, of Ares in Montreal.



Left to right: Tammy Hodges and Diane Lesiuk of Danesco, Brent Bondarenko and Robbin Lich of Kitchen Therapy in Surrey, B.C., and Brigitte Roy of Danesco.



Dan Laing of Groupe SEB, left, and CHHMA president Vaughn Crofford display their Canadian pride on their ties.



Jerry Cayne of Cayne's Super Housewares, second from left, with Anji Levy, left, Fabrice Dupont and Jasmin Dugal of Groupe SEB.



Caren McSherry and Bruno Houberdon of Gourmet Warehouse in Vancouver.



Kristen Vettese and Sigrid Wolm of Kitchen To The Table and Craig Hamilton of Trudeau.



Canada Night 2016



Laurie O'Halloran of *Home Style Magazine* with Mark Halpern, left, and Bruce Bradley of Kitchen Stuff Plus.

Shown left to right: Evan Feldman of Accent Fairchild Group, Daryl Katzenberg of Kitchen Stuff Plus, Peter Brandt and Maria Peca of Accent Fairchild Group.



Laurie Oehy of Culinary of Academy Arts, left, with Daniel Oehy and Linda Heidman of Swissmar Imports, a first time sponsor.



Roger Smith of United Sales & Marketing, left, Gervais Jurchuk of Core Home and John Hooke of Canadian Tire, right.



Brett Rodway of Groupe SEB, right, with Kirk Leier, centre, and Charles Truman, left, of Kitchen Gear in Regina.



Mike Zuk of Home Hardware and Jim Kemp of JK Sales, right.



Jason Hutton of Salton Canada, left, with Laurel MacKay-Lee of The Shopping Channel and Fabrice Hensgen of Philips Saeco.



Mike Carroll of Bed Bath & Beyond, left, with Chris Everett of United Sales & Marketing.



L-r: Joel Beneteau of Williams Food, left, with Harvey Geiger of Wusthof, Reid Williams of Williams Food and Candace Sutcliffe of C.A. Paradis.



Marta Mikita of Eco Stream, left with Frank Querido and Rob Thibeault of HBC and Kristina Graziani of Tri-Mor Sales, right.



Canada Night 2016



Representing Linen Chest, (l-r): Chantal Robert, Catherine Faisans, Gino Andreoli and Tori Schofield.



Jacques Dubuc of Trudeau, left, with Kate Wise of Port-Style Enterprises, Brigitte Roy of Danesco and Daniel Oehy.



Jami Steel and mom Carol Steel, right, with Jerry Cayne, all of Cayne's Super housewares.



Wally Shaw is shown with Nadege Vergura, centre, and Fernanda Inserra of Philips Saeco.



Canada's newest Global gia winners, Sue and Ben Boschman of Lakehouse with Sushil Arora of Danica, another first time sponsor.



Dave Emerson of Gesco, left, with Home Style's Laurie O'Halloran and Mitch Stevenson of Formula.



Martin Gagnon, left, and Eric Gage of Web-gage Commerce with Jason Pickford of ERA.



Bill Booth, right, Kevin Chandrarajan, centre and Delinie Fernando of Salton Canada.



Vince Menchella of iQ Living and Alison Fletcher of The Cookery, both in Toronto.

Chris Mevrick, left, and Kelly Duffy, right, of On Route Distribution, are joined by Ian Gough, Samantha Diercks, Janice Friedman and Jessica Suddes of TFG Concepts.





Canada Night 2016



Steve Krauss of Breville, left, chats with Pierre Thivierge of Groupe CDREM.



Linda Heidman of Swissmar is shown with Gaëtan Gagnon of Doyon Cuisine.



Shannon Dameron of Today's Bride with Adam Ball of United Sales & Marketing and Alex Barzan of Trudeau Maison.



Paul Pogor and Jess Botting, the newest member of the United Sales & Marketing group.



Todd Jarvis and Nicole Ramos of Denby.



David Peters of InterContinental is shown with Rosanna Artuso of Sterilite, centre, and Janice Simonds of Wilton, right.



Larry Hignell of Hudson's Bay attends his last Canada Night before retirement. He's shown with Charmaine Vack of Coranco.



Maggie Yau, one of the company's new owners, and Trevor Kidd of Browne & Co.

A special thank you to all the housewares industry vendors who purchased tickets and the following sponsors for making this night possible. - L.O'Halloran, 2016 Chair

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- Home Style Magazine
- Jarden Consumer Solutions
- Jascor Housewares
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Conference explores online sales strategies

A wave of online retail is about to sweep the home improvement industry and smart companies – retailers and suppliers alike – are looking for ways to maximize their sales in this burgeoning channel. That’s why a symposium strictly for the retail home improvement industry has been created.

The eRetailer Summit is a top-level conference for industry-leading retailers doing business online. The event will provide a forum for them to collaborate with progressive vendors and distributors to develop new partnerships and new strategies for success. The eRetailer Summit will be held at the Hilton Fort Lauderdale Beach Resort, **October 26 to 28, 2016 in Fort Lauderdale, Fla.**

Over a day and a half, a small, select group of eRetail executives and buyers will develop their business ambitions and strategies with a group of suppliers. The event will combine one-on-one meetings; understandings, and learnings directly from the eRetailers; leading keynote speakers; seminars for eRetailers clarifying confusing topics; and true networking in an intimate setting.

The range of North American retail leaders that have committed to the Summit include Sears.com; The Organizing Store and Organize-It.com; and Wakefern Food, which supplies more than 400 grocery stores in the U.S.

Sonya Ruff Jarvis is the Founder of the eRetailer Summit, an event concept created directly from listening to the needs of all of the customers along the distribution channel. Sonya is the Managing Member of Jarvis Consultants and has spent most of her career building relationships with senior level executives in the home improvement retail industry. For the past twenty years, she has learned the business first-hand by visiting retail stores, lumberyards, headquarters, and distribution centers in the hardware/home improvement marketplace.

For more information about the Home Improvement eRetailer Summit, contact Sonya Ruff Jarvis: 347-886-0275; or sonya@eretailersummit.com.

Winter NY NOW filled with on-trend products

Almost 25,000 attendees gave positive reviews to the latest edition of NY NOW, the Market for Home, Lifestyle + Gift, held last January at the Jacob K. Javits Center. The market was filled with hundreds of new and returning exhibitors, more than 100,000 new and on-trend products throughout the HOME, LIFESTYLE, and HANDMADE Collections. In addition to its extensive lineup of exhibitors, guests and performances, the winter 2016 market featured an array of activities

For the first time ever, NY NOW unified its popular Best New Product Awards, which recognized innovative product design, as well as the winner of the Best Exclusive Launch Award, for a product that debuted at the winter 2016 market. The combination of these awards celebrated the exceptional offerings from exhibitors across all sections of the market, and one winner was chosen from across nine of the sections within the HOME, LIFESTYLE, and HANDMADE Collections, including Home Furnishings + Textiles, Tabletop + Gourmet Housewares, Baby + Child, Gift, Personal Accessories, Personal Care + Wellness, Handmade Designer Maker, Handmade Global Design, and Artisan Resource.

Other awards presented during the market were the Accent on Design Awards, Eco Choice Awards, Best Exclusive Launch Award, as well as the Best in Market Award, which was announced in conjunction with Apartment Therapy. The Best in Market Award recognized one product that stood out among the nine category winners. A complete list of awards and winning products is available online.

NY NOW also welcomed a number of special guests and performers to the winter market this year, including GRAMMY award-winning artist Lionel Richie who promoted his Lionel Richie Home Collection in collaboration with Impulse! Enterprises, and Marcus Lemonis of CNBC’s “The Profit” with his candle line.

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Rosy Loewith

Sales agent/owner, Rivet Sales, London, ON



Rosy Loewith knows that in order to stay relevant with retailers today, you have to be so much more than ‘just a sales rep’. You have to be a ‘full service provider’, handling every aspect of the ‘buyer/seller relationship’ from product presentation to credit approval to shipping and reorder. That’s exactly what Rosy has done for the past 12 years, and it has made her one of the most successful independent reps in southwestern Ontario.

Rosy was born in Toronto in 1975 but her father, a cattle dealer, eventually settled the family in Woodstock, a rural community near London. She recalls she and her two older brothers were “probably the only Jewish kids in the entire high school” but she excelled academically.

After finishing school early, Rosy wanted to “get out of town as fast as she could”. She fearlessly travelled – alone – around Europe for a year before returning to attend the University of Guelph. She studied political science, something she’d always been passionate about. “I was always interested in politics,” she says, “and thought I would pursue public service as a career.”

Unfortunately, she didn’t have much luck finding a job where she could use her degree, so she applied for a sales position instead, thinking it would be easy.

It didn’t take long for Rosy to realize that selling wasn’t easy for everybody, but it *was* easy for her. She decided perhaps sales was something she should pursue.

Her first job was with a school uniform manufacturer as assistant to the president. It was dull, tedious work. Out of boredom, Rosy decided to start calling old customers from the company’s premium and incentive division. She began to get some good orders and it wasn’t long until they moved her into a sales position. A year later, at the age of 22, she was hired by Umbra as their in-house sales representative.

Rosy started in 1999 and just loved the job. There was lots of freedom and Umbra was in the midst of massive growth. There

was little time for training, so she grabbed a catalogue and hit the road, calling on independents across Toronto.

By 2000, with encouragement from her sales manager, Rosy was given Business Depot and Grand & Toy and she grew both accounts. When her manager left a year later, they gave Rosy her job. She was 25, and in charge of a large sales team, but despite her ambitions, she quickly realized they “knew so much more than I did”.

It was a valuable learning experience, but she missed her first love – selling. After five years, she decided at the August gift show that it was time to strike out on her own. She launched her own agency that fall, Rivet Sales, representing C.W. Associates and working out of London, Ontario.

Six months later, Umbra took her on as an agent. But Rosy really wanted to move into the kitchenware segment and she got that opportunity in 2008 when Lyne Vinet called her about an opening with Fox Run and Anji Levy subsequently hired her.

Rosy has always worked from her home, even after having her children, Sophie in 2009 followed by Hugo in 2011. Today she handles Lampe Berger, Browne, Umbra and Abbott and is justifiably proud of the fact that she has never had to seek out a line. Instead, she is recommended by her customers - high praise indeed.

Spending virtually every day on the road calling on retailers takes a toll and Rosy realized four years ago she needed help, but not on the selling side. She hired a terrific assistant, Polly, to handle all the administrative duties for the agency using salesforce.com software. Rosy said it has changed her life, freeing up her time to do what she does best – sell.

“I firmly believe that half of selling is simply showing up,” she says. “My orders are always bigger when I take them in person, and it gives me a chance to connect with the retailers in their stores.

Her customers agree. Jill Wilcox at Jill’s Table says Rosy is “a real go-getter who is

always available when I need her”.

Though she laments the loss of large accounts such as Kingsmill’s Department Store, Rosy believes strong retailers will survive. In fact, the last two years have been two of her best and her customers say it’s because she makes their job easier.

According to Bradshaw’s owner Carrie Wreford, who is both a customer and a friend: “Rosy has an incredible amount of energy, and takes on an unbelievable amount of work. But she appears to love what she does and it shows. She is easy to deal with, prompt, supportive and efficient with questions, problems and concerns. She is consistently touching base to see if we need any support, and is very knowledgeable about her product lines which makes the buying process easier.”

Rosy does acknowledge it’s a different world today. “My retail customers need me to do more than just tell them about the best sellers. And my vendors must be convinced that I bring value to the job and that I’m worth the money,” she says. “The days of driving around with a bunch of catalogues in the trunk are over. Sure, relationships are important, but if a wholesaler can save 10% sales commission on a product by avoiding the rep, they will. I have to prove I’m worth it.”

At the age of 40, Rosy is at the top of her game and has proven herself as one of the hardest-working reps in the business. Even though she has fewer customers, her sales are up and she is confident there are still plenty of opportunities to help her good clients grow, including online.

“Retail today requires a huge risk with limited pay off,” says Rosy. “You have to work harder for fewer orders but if you pay attention to your customers needs, and work smart, it’s still possible to succeed.” ☺

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