

HomeStyle

Canada's Housewares Magazine

September 2017

Simmering Sales with COUNTERTOP COOKING

ENTERTAINING
at home

KITCHEN LINENS
& TEXTILES

What's new in knives
& sharpeners

A century of selling at
G. D'Aoust & Cie

An interview with Dan Turpin
of Canadian Tire



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The versatile T-fal Multicook & Grains is an innovative appliance that can both soak and cook grains. It cooks 10x faster than conventional methods and offers customized programs.

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Opening Lines

Staying customer-centric is key

Much to the amusement of my two millennial children, I still wake up every morning and read two 'print' newspapers cover to cover with my coffee. It's something I have always done, and I can't imagine starting my work day any other way. So it was with a great deal of dismay that I learned the Globe & Mail has decided to stop distributing print copies of their paper to the Maritime provinces as of November 30th. The number of readers is simply too small to make it worthwhile to send a printed paper out east.



The position is understandable and certainly makes economic sense. But what I find interesting is that newspaper publishers are now in a very similar position to bricks and mortar retailers. People still want daily news, but they can now access it instantly online, anywhere, anytime. What has changed is not the consumers' need for the product but the method of delivery. Yet the same does not hold true for many magazines, and certainly not for books. A decade after Amazon introduced the Kindle, print is still outselling digital and many independent book stores are thriving.

The difference boils down to the 'experience' – something millennials seek over possessions. Yes, they buy more from internet retailers than any other generation but they also spend more on dining out, travel and quality liquors. (They also spend more on gourmet groceries and craft beer).

Fortunately, these trends could have a positive impact for housewares retailers. For example, millennial parents are choosing to make their own baby food rather than buy packaged or pre-made. They have learned that additives and preservatives could cause health problems for their children down the road. They are also shunning paper napkins in favour of cloth, for both aesthetic and environmental reasons. In 2002, 60% of consumers bought paper napkins on a regular basis. Today, it's down to 40%.

Convenience is important but so is quality, and companies must adapt to what this new customer wants. The only way to survive in any market today is to be customer-centric. Technology is not the real disruptor to a business. Not being customer-centric is the biggest threat.

As a magazine publisher with a job that I love, I dread the day when I will have no choice but to deliver my product exclusively online. You would think it was inevitable, but even the millennials amongst my readers don't read the online version I provide on our website. They, like our long-time readers, insist on getting a 'real' printed magazine – and that makes me very happy. It also proves that it is possible to adapt to new digital realities while still maintaining a traditional audience. Specialized community newspapers are a good example. While dailies are dying, weekly local papers are hanging on thanks to retail flyers, another anomaly in the digital age. (On page 30 we interview Dan Turpin of Canadian Tire, a company that still relies very heavily on flyer advertising to reach customers.)

As Candace Sutcliffe, one of the rising young retail stars in our industry, recently told me, "a printed magazine like *Home Style* is much like a bricks and mortar retail store. They will never disappear because people will always want and need that tangible, tactile experience."

The trick, of course, is finding that happy medium between the old and the new.

— Laurie O'Halloran
laurie@homestylemag.ca

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People In The News

• **Alex Barzan**, formerly of Trudeau, has joined Salton Canada as Sales Executive.

• Walmart U.S. made some significant changes to its merchandising operations this past summer, including changes to the home category. **Jeff Evans** has been named general merchandise manager of the home category. Other changes include **Scott McCall**, who will serve as general merchandise manager of entertainment, toys and seasonal products.

• Lodge Manufacturing has appointed **Mike Otterman** president and COO. He joined Lodge in 2016 as the V.P./sales and marketing after more than 25 years in the housewares/outdoor industries.

• **Tim Baxter** has been named president and CEO of Samsung Electronics North America. Baxter, who currently serves as president and CEO of Samsung Electronics America, will continue to over-

see sales, marketing and operations across product categories. In his expanded role, he will also oversee the company's long-term strategy for the region, which encompasses both the U.S. and Canadian markets.

• The Legacy Companies has named **Mike Linn** president of its EdgeCraft, Chef's Choice and Zeroll divisions. He succeeds **Sam Weiner**, who is retiring after 29 years with EdgeCraft.

• Williams Sonoma is collaborating with chef **Giada De Laurentiis** on the launch of a new line that includes housewares along with gourmet foods.

• Sur La Table has appointed **Billy May** as chief executive officer. May, a fourth-generation retailer with over two decades of retail, digital marketing, and e-commerce experience, will also join the board of directors, the company

said. He succeeds **Diane Neal**.

• World Kitchen has named **Kenneth Wilkes** president and CEO and **MaryKay Kopf** as chief marketing officer, effective January 1, 2018. Wilkes succeeds **Carl Warschausky**, who is retiring.

Letters

Just wanted to take a moment to thank all Happy Hour sponsors for a great housewares party! It was such a great night to get together and not only unwind but also get to know all of you even better. There was such a positive atmosphere and energy in the room!

Vince Menchella and The iQliving Team, Toronto

Today we caught our breath and reviewed the past show week at the gift fair. Everyone on our team said a highlight of the show was the Happy Hour initiative and what a success it was.

Thank you again – you are a treasure for our industry!

Robert Burke, Royal Selangor

Thanks to all the exhibitors for organizing the soiree at the gift show. I think it was a really nice idea and very much appreciated.

Tori Schofield, Linen Chest, Montreal

Just a quick note to you and all the housewares suppliers who took part in the Housewares Happy Hour celebration to say thank you for helping to organize this wonderful event. The gift bags were a lovely surprise and so generous. I don't think any retailer expected to receive a gift bag too!

The housewares industry is so very fortunate to have you in our midst. You are a wonder!

Phyllis Kraemer, The Keeping Room

Congratulations on a very successful first edition of the Housewares Happy Hour and thank you for all you do.

Gilles Legault, Groupe Marketing

Turn to page 48 for Happy Hour highlights!



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London Drugs opens grab-and-go stores

This past summer London Drugs opened the first LDEXPRESS, a "grab-and-go" retail store with 4,000 square feet of selling space that includes a full-service pharmacy, two customer service specialist desks and full-service ship-to-store pick up for everything available through the company's ecommerce site.

"LDEXPRESS caters to customers who are time-starved but who also desire high-quality products and personalized customer care which they know they can count on from London Drugs," says Clint Mahlman, COO for London Drugs. "This store is built entirely around the customer. LDEXPRESS features products and service dedicated to making our customers' lives easier. This store is all about convenience."

At LDEXPRESS, a healthcare team will offer solutions for allergies, cough and cold, pain management, digestive health and nutrition. In addition to the pharmacy, the smaller footprint showcases cosmetics and dermatology products, small housewares and office supplies, high-tech accessories, a photo kiosk and food to-go.

Canada's top brands

In Canada, 10 top brands provide customers with a consistent experience they can generally trust. Here are what the University of Victoria's Gustavson School of Business has identified as the most trustworthy.

WestJet

WestJet goes out of its way to make the flying experience as easy as possible, in order to help weary travelers get to their destinations more comfortably and for a higher level of value.

Cirque du Soleil

The shows offered by Cirque du Soleil are unparalleled for their quality and excitement.

Interac

A digital payment company made the list, mostly because of the quality that Interac provides to its customers.

President's Choice

This company has been a trusted name since its creation, allowing it to build on that reputation from the beginning and continue moving forward toward higher levels of success for its customers.

Chapters/Indigo

As the biggest bookstore in Canada with 212 stores nationally and online options as well, Chapters/Indigo has a lot to offer beyond books.

IKEA

IKEA is iconic in the minds of many people. The company is committed to sustainability and to moving toward better quality and a high level of customer experience all the time.

Fairmont Hotels & Resorts

A quality hotel chain, Fairmont has been in business since 1907 and has more than 60 properties that offer luxury and service at a great price.

Costco Wholesale

As a major member-only chain retailer, Costco is highly popular in Canada and

continues to defy retail expectations.

CAA

Founded in 1913, the Canadian Automobile Association (CAA) has been helping motorists right from the beginning and provides services for six million members through 100 offices and nine different auto clubs.

Mountain Equipment Co-Op (MEC)

When it comes to camping and the outdoor lifestyle, MEC has the answers.

Ottawa's David Segal trades tea for salads

The man behind DavidsTea is now attempting to do for salad what he did for exotic Chai Tea – make it more appealing to the masses. Called Mad Radish, David Segal's new eatery opened its first two stores in Ottawa this summer. The co-founder says he wants to change how some people perceive salad.

"This ain't no rabbit food," Segal told the Ottawa Citizen. He co-founded the tea chain in 2008 but left his role as the company's brand ambassador last year in part to build the Mad Radish brand.

Segal feels there's a dearth of the type of healthy, filling options in Canada, pointing to the number of burger joints dotting the landscape. He sees those fast-food places as Mad Radish's biggest competition.

Segal says the big differentiator is his chef's fine-dining background and their limited menu selection of a dozen salads, all containing complex, fresh ingredients prepared in-house.

"Our goal is simply to be world class at salad," he explains.

He's planning up to five more eateries in 2018 with additional locations in his Ottawa hometown as well as Montreal and Toronto. Segal believes the concept will work in suburban food deserts offering little more than burgers and fries, as well as alternative spots like airports.



Amazon is primed for record retail sales

Amazon's Prime Day 2017 drew record business, both globally and in Canada. The company boasted a 60% increase in sales from the 2016 event. Geared towards customers who subscribe to the Amazon Prime service, the one-day only retail event was extended from 24 hours to 30 hours, allowing customers more time to take advantage of deeply discounted merchandise. Shoppers were permitted to purchase certain items far below their suggested retail price for limited windows of time during the 30-hour event.

The biggest seller on Prime Day in Canada was Instant Pot's Duo 80 7-in-1 Multi-Use Programmable Pressure Cooker. The Ottawa-based company saw sales for its signature product outpace all other products purchased by Canadian consumers.



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- POT PROTECTORS



Physical stores are a good stopping point

A new study of global shopping behaviour suggests brick-and-mortar retail remains a preferred and influential channel in making purchase decisions.

The survey of 6,000 shoppers from Canada, the U.S., U.K., Germany, France and Australia, conducted by Salesforce and SapientRazorfish, indicated the majority of shoppers prefer to begin and end their shopping experience in a physical store. This includes even the 18-24 Gen Z cohort, which said they prefer physical shopping to online 59% to 41%.

When asked where they “start their hunt” for retail products, digital channels are the overwhelming choice for global shoppers; 60% said websites, apps, online marketplaces, social media and search engines are their first stop.

However, Canadian shoppers indexed high on physical retail as a starting point – 42% said they start in-store, the highest of any geographical group. The second-most popular starting channel for Canadians was search engines at 17% of respondents, and another 17% said retailer and brand websites and apps kicked things off.

As many businesses invest in home delivery operations to compete with Amazon’s offerings, the study points out that physical locations are still the preferred place to pick-up products or-

dered online. Among the age groups studied, only those over the age of 55 said they were only “somewhat” or “not at all” interested in in-store pickup of online purchases. The majority of the other demographics were “very” or “moderately” interested in in-store pickup.

The study also tries to quantify the value of in-store marketing for repeat purchase behaviour. Personalized promotions, exclusive social events, early access to new products and in-store demonstrations were cited as the most effective experiences to drive repeat store visits.

TJX opens first U.S. Homesense store

TJX opened its first Homesense store in the United States this past summer in Framingham, MA. The company said it is planning a total of four Homesense openings by the end of 2017.

The U.S. Homesense stores will offer a shopping experience that complements its sister chain, HomeGoods, with expanded departments such as large-scale furniture, lighting and art, as well as new departments like a general store. While sharing the same name, the Homesense concept in the U.S. will differ from stores bearing the same name in Europe or Canada.

In addition to the broad selection of furniture and home decorative products, Homesense will also include an assortment of products for the holidays and other special occasions throughout the year. The “General Store” will offer items for organization, cleaning and home improvement.

Thermos buys Lifefactory

Thermos, the world’s leading manufacturer of portable insulated food and drink containers sold under its flagship Genuine Thermos Brand, recently acquired Lifefactory, a privately held housewares company leading the category in reusable glass beverage and food storage products headquartered in Sausalito, California.

According to email management firm Baydin, we now get an average of 147 emails every day. We check our cell phones more than 150 times and we ‘touch’ our cellphones about 2,500 times a day.

IKEA opens in S.Korea

IKEA will open its largest store in the world in Seoul, South Korea, in October, moving forward with its plans in the country despite renewed threats from North Korea.

Tensions between the two countries haven’t dampened the furniture retailer’s sales at its existing store in South Korea, which jumped 6% to \$324.17 million in the fiscal year just ended.

Sears launches Kenmore on Amazon

Sears Holdings is launching a line of Kenmore products on Amazon.com, which includes the integration of the full line of Kenmore smart appliances with Amazon Alexa.

The launch on Amazon marks the broadest distribution of Kenmore outside of Sears branded stores and related online retail platforms.

The distribution on Amazon.com is planned to be expanded to the full line of Kenmore home appliances in all U.S. market segments, with Kenmore, Sears Home Services, and Innovel Solutions providing service for delivery, installation and extended product protection for a full range of home appliances.

The launch of Kenmore products on Amazon.com will significantly expand the distribution and availability of the Kenmore brand in the U.S.

In another Amazon development, the company recently completed its purchase of Souq.com, the biggest online retailer in the Middle East. In buying Souq.com, Seattle-based Amazon will leapfrog into the crucial Mideast markets of Egypt, the United Arab Emirates and Saudi Arabia, where the retailer already has local operations.

The North West Company is the best retail income stock in Canada for one key reason: they operate where no one else will. The company’s defensive stores, solid dividend and history of proven execution make it an excellent investment. North West operates where UPS can’t even deliver, with monopolies in North America’s most remote communities. In most of these communities, their banners are the only name in town and often receive a heavy subsidy.

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Housewares performing well for Amazon

Amazon's home and kitchen sales hit \$7.6 billion in 2016, with the housewares category accounting for 15% of growth, according to a new *One Click Retail* report. From January 1st through to Prime Week this year, the retailer sold \$3.8 billion of housewares in the United States alone. The report, called the *Amazon Home & Kitchen Q1 & Q2 2017 Update*, analyzes both the retail giant's category growth for 2016 and first quarter 2017 in the United States, United Kingdom and Germany.

Both the home and kitchen categories are growing at a similar rate of about 25% year over year, with home continuing to be the larger of the two with \$2.1 billion in year-to-date sales compared to kitchen's \$1.7 billion.

Floor care was the top category in the home sector for the first two quarters of this year in the United States, according to the report, tallying \$510 million in sales. Upright vacuums are the top subcategory with \$150 million in sales, followed by robotic vacuums and accessories at \$100 million. Roomba drove this category in the United States, with two different models of its iRobot vacuum as top sellers.

In the kitchen sector, cooking appliances led with \$320 million in U.S. sales, with pressure cookers (\$110 million) and toaster ovens (\$30 million) at top subcategories. Bar, beverage and storage came in with \$230 million; food storage and organization (\$60 million) and insulated beverage (\$40 million) were the top subcategories. The Hot Beverages category saw \$210 million in sales, with coffee machines (\$90 million) and espresso machines (\$40 million) as the top subcategories.

Cookware followed with \$170 million and skillet and fry pans (\$30 million) were the top subcategories. Blending and juicing tallied \$130 million in sales, led by countertop blenders (\$80 million) and centrifugal juicers (\$10 million).

Las Vegas Winners!

Las Vegas Market has announced that 11 furniture, home décor and gift temporary exhibitors – +Olive, Applepear Jewelry, Braden & Brooks, Cookplay, Fairgoods, Jo Maddie, Lagoon, Mountain House Furniture, Reemka, Southwest Looms and Wicked Boheme – were named Summer 2017 Las Vegas Market "Best Booth" winners. The Market's temporary exhibits for gift and home décor ran from July 30th until August 2nd while the temporary exhibits for furniture and casual/outdoor ran until August 3rd.

A four-person panel of industry design authorities considered four criteria in determining winners: overall visual design of the booth; creative merchandising; cohesive brand messaging; and the overall personality and attitude of the booth and sales staff. Summer 2017 judges were Courtney Alison, Owner & Photographer, *French Country Cottage*; Katie Stavinoha & Lorie Woodward, Co-Owners Round Top Texas life & style, *Round Top Register*; and Lauren Williams, Designer/Artist, BOHO by LAUREN & Lauren Williams Art + Home Décor.



CanGift partners with Diabetes Canada

CanGift, organizers of the Toronto Gift Fair, has partnered with Diabetes Canada to provide an extensive venue for its Product Donations Program that sees 100% of net proceeds helping to fund diabetes education, world-leading Canadian research, and programs such as camps across Canada where kids meet and are inspired by each other to manage their diabetes well with the help of health-care personnel.

"We are proud to partner with Diabetes Canada in doing our part in the fight to end diabetes," says Anita Schacter, president and CEO, Canadian Gift Association. "Merchandise donated by our members raises funds to continue much-needed research and helps send kids with diabetes to camp."

Exhibitors at CanGift fairs can donate excess inventory and other merchandise to help end diabetes. Items are then diverted from landfills and free up valuable storage space.

O2Cool buys Bobble and Zing Anything

O2Cool, a manufacturer of hydration, portable cooling, and patio, pool and beach products, has acquired the Bobble and Zing Anything hydration brands.

Bobble is part of the Seventh Generation portfolio of brands owned by Unilever. Founded in 2009, the Bobble lineup of insulated and reusable products for hot and cold beverages includes the Infuse, Insulate and Presse series.

Zing Anything's core lineup includes infusion products, including the Citrus Zinger, as well as a number of other hydration and housewares products.

According to the company, the O2Cool, Bobble and Zing Anything lineup will retain their individual branding. To support its overall brand management, product and business development efforts, the company will be hiring a senior marketing leader, as well as additional support employees. All businesses will be relocated to O2Cool's headquarters in Chicago.



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DanESCO unveils wide range of spice mills

At the August Toronto Gift Fair, DanESCO introduced several exciting new additions from Cole & Mason and OXO to their line of mills and grinders for both salt and pepper.

Shown above left, the Sherwood mills from Cole & Mason are made of sustainably sourced beechwood. The pepper mill has a precision stainless steel grinding mechanism while the salt mill has a diamond sharp ceramic mechanism. Cole & Mason's Huntingdon mills, above centre, are sold separately and feature a clear, acrylic window with a more contemporary look.

The new 2-in-1 salt and pepper shaker from OXO Good Grips, above right, offers space-saving convenience for the countertop. It features removable silicone stoppers for easy filling, a sliding tab to select the spice and a sleek, modern design.

NACCO to spin off Hamilton Beach

NACCO Industries plans to spin off one of its units — Hamilton Beach Brands — as an independent public company. The spinoff is expected to be completed in the third quarter of this year.

Upon completion, president and CEO Alfred M. Rankin Jr. will officially retire, though he will continue to serve as nonexecutive chairman of the NACCO board. J.C. Butler Jr. will become president and CEO of NACCO and will join the board upon Rankin's retirement.

Hamilton Beach has filed a registration statement with the U.S. Securities and Exchange Commission detailing terms of the spinoff by NACCO of its housewares-related businesses. Richmond, Virginia-based Hamilton Beach will own and operate the Hamilton Beach Brands and The Kitchen Collection subsidiaries of NACCO.

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roast turkey with pastis sauce

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MARINATING 3 hours

COOKING 2 hours 30 minutes

SERVINGS 8

FREEZES WELL

Turkey

- 1 turkey, about 11 lb (5 kg)
- 5 tsp (25 ml) table salt
- 1 tbsp (15 ml) whole-grain mustard
- 1 tbsp (15 ml) maple syrup
- 1 large cauliflower, cut into large florets
- 3 bell peppers, seeded and cut into strips
- 1 onion, thinly sliced

Sauce

- 4 cups (1 litre) low-sodium chicken broth
- 1 tbsp (15 ml) cornstarch
- 2 shallots, coarsely chopped
- 2 tbsp (30 ml) butter
- 2 tbsp (30 ml) maple syrup
- 2 tbsp (30 ml) pastis (or other anise-flavoured liqueur)
- 2 tbsp (30 ml) flat-leaf parsley, chopped

Turkey

1 Place the turkey, breast side up, in a large glass dish. Rub the inside cavity of the turkey with 3 tsp (15 ml) of the salt. Sprinkle the remaining salt on the breasts and thighs of the turkey. Cover with plastic wrap and refrigerate for 3 hours.

2 With the rack in the lowest position, preheat the oven to 350°F (180°C).

3 In a bowl, combine the mustard and maple syrup. Place the turkey, breast side up, in a large roasting pan. Pat the skin of the turkey dry with paper towels. Brush with the mustard and maple syrup mixture.

4 Bake for 1 hour and 30 minutes. Increase the oven temperature to 400°F (200°C). Place the vegetables around the turkey. Continue cooking for about 1 hour or until a meat thermometer inserted into the thigh without touching the bone reads 180°F (82°C). Transfer the turkey to a serving platter and let rest, uncovered, for about 30 minutes.

Sauce

5 In a bowl, dissolve the cornstarch in the broth.

6 In a large skillet over medium heat, soften the shallots in the butter. Add the maple syrup and continue cooking for about 4 minutes or until it starts to caramelize. Deglaze with the pastis. Add the broth mixture and bring to a boil, whisking constantly. Reduce by half. Add the parsley.

NOTE

Try to avoid green bell peppers as they taste slightly more bitter.

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A piece of retail history

For over a century, Quebec retailer G. D'Aoust & Cie has been attracting a loyal clientele by offering a wide range of products, exceptional customer service and very generous credit terms

By Jennifer Cox

Nestled between Lac des Deux-Montagnes and Lac Saint Louis sits the historic town of Sainte-Anne-de-Bellevue (about 35 kilometres outside of Montreal), and there you'll find G. D'Aoust & Cie, a company that was founded an incredible 117 years ago. Carrying a wide range of unique products, from carefully selected furniture and artwork to high-end clothing, they also have an extensive selection of gourmet foods, gadgets and kitchenware. They have even begun producing their own products, and are currently carrying their own in-house line of coffee as well as homemade soaps.

It all began with Guisolphe D'Aoust,



In 1991, Philippe D'Aoust took over as president of the family business that was started by his grandfather.





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Retail Profile: G. D'Aoust & Cie



When Guisolphe D'Aoust, shown left with wife Alphonsine, opened his shop in the early 1900s, it was one of the first full-service department stores in the town of 500 people. Below, the store now covers most of the city block with plenty of windows for browsing.



who decided that, with so many smaller shops in the Ste. Anne area, he would open a larger store that would provide shoppers with a variety of items in one place.

"To open a store of this size in the 1900s, when the population of Ste. Anne was only 500 people, was a risk. My grandfather was a visionary," says current president, Philippe D'Aoust. "He realized that people were struggling to do their shopping, so he said, 'Let's create a bigger retail store for shopping in Ste. Anne. A one-stop shop.' So my grandmother gave him \$800 to start the whole company." This is why the name remains G. D'Aoust And Company.

People who came to the store could find everything they needed for the whole family, from hardware items and fabrics to shoes, and clientele were always impressed with the personal attention they received. Soon they had three delivery trucks, bringing their exceptional customer service right to peoples' doorsteps. "People weren't used to that in those days," Philippe says.

They were also trusting and generous lenders in the community, allowing people to purchase things on their accounts rather than pay up front.

"At the time people didn't have a lot of money, and with this trend of putting things on accounts, there was a lot of debt. But my grandfather always told his customers to pay him when they

could, which created exceptional loyalty to him and the company.

The store survived many challenges in addition to the lengthy accounting books. World War I, the Great Depression, and World War II intervened, but the store continued to thrive. In 1923, they expanded as D'Aoust's grandfather and his brother made extensive buying trips overseas.

"They would travel the world, to places like Europe, Africa, and Asia, and they started importing their own lines. They were returning with things that weren't available in any other stores," Philippe explains.

In time, Ste. Anne became a popular cottage area attracting affluent tourists, which helped bring in a lot of high-end customers looking to buy.

"My grandfather would be gone for months at a time, and when he'd get back, there was always interest renewed in the store," he says. "People would come in to see the latest perfume from France, new material from India, or beautiful silk from China."

In the ensuing decades, big-box stores and malls started to pop up in the area. After satisfying their initial curiosity, they returned to G. D'Aoust & Cie because of the customer service that they





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Retail Profile: G. D'Aoust & Cie



have always offered. “We had a good reputation with our customers, and they had confidence in us,” he says.

From the very start, Philippe had been actively involved in the store. As a child, he would hang around the store with his father, who later took over the company from his dad with his brother (Philippe’s uncle). They all lived and breathed the store. At family gatherings the talk usually revolved around the business.

Philippe started his own retail business in the 1970s, opening several women’s clothing stores in shopping malls. “I wanted to prove myself, and at the time jeans were really hot so that’s where I started. I did that for 25 years,” he explains. But with his father and uncle getting older, the time came for the next generation to take over. Philippe was eager to change things up, modernize the company and make his mark, so in 1991 he returned to G. D’Aoust & Cie.

“We still carried hardware, yet the big box stores were taking over and the section was declining,” he recalls. He made some bold moves. First off, he stopped providing credit and began collecting on individual bills, even if it meant accom-

When Philippe took over the store, he cleared out all the hardware lines and brought in more clothing, gifts and housewares.

Retail Profile: G. D'Aoust & Cie

modating the client and going to pick up the payment instead of making them come in. “

“I hated it but it had to be done, and eventually, I collected all the money owed to us,” he says. “Then we started to change things department by department. We had to clear out all kinds of goods, including fabric and knitting supplies, in addition to hardware. In 1991, people weren’t sewing anymore.”

Today, the store is spread across three spacious floors and centred around a massive skylight. The 20,000-square-foot building – which was his grandfather’s design – is a perfect showcase for such an extensive and eclectic product assortment.

“We try to be a destination shop,” says Philippe. “Our shoppers know they’re going to find a perfect gift, or something unique to wear, or something original for their house. We also have a decor stylist who does home consultations, and takes time when customers come in to sit down and advise them. The products may have evolved, but it’s still all about the service. That’s why we’re still going strong.”

This high customer service standard is carried out in every department. “The people on the floor aren’t typical salespeople,” Philippe says. “All the employees have been here for at least 10 years and they have their own customers. When we receive something new, they always know who it will be perfect for.”

He adds, “in business, you have to learn to let go of things and put your confidence in other people. We work on having a ‘wow factor’, which is not something that’s easily defined. We want people to come in and say ‘wow’, whether it’s the lighting, the music, the colours or the incredible product displays. Of course, people also come in just to see our employees!”

G. D’Aoust & Cie is stocked with products that are sourced at annual gift and houseware shows, and despite having many privately imported collections, the store prides itself on selling Canadian-made goods as well as locally Quebec-produced lines.



The carefully curated assortment includes a mix of national brands, proprietary products and locally-sourced items.



The store does very little advertising, but twice a year they host popular VIP events for customers. Philippe sends out hundreds of invitations for the event. A red carpet is laid out, models walk around the store, and suppliers come in to offer samples. They’ve been doing the events for 20 years and they are always a big hit. “Everyone gets dressed up and we serve wine and cheese. These events just don’t happen anymore at retail.”

The store has also kept pace with the times on the digital side, and has hired

someone to manage their busy social media sites, which boast more than 20,000 followers. They also sell their products online yet still pride themselves on their traditional ideals of always putting the customer first.

“We can’t stop online buying, so we have to offer that to customers. But people are not going to spend their lives in the living room buying everything from a screen,” Philippe says. “People still enjoy a full shopping experience. And that’s what they get here.” 🐾





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Plugged into the market

In a very short time, Dan Turpin has made his mark on the small appliance category at Canadian Tire by launching innovative new programs and true partnerships with vendors

By Laurie O'Halloran



How do you know you were destined to be in retail merchandising? When you can't wait to come into work on Monday morning just to find out how your products performed over the weekend. That's the kind of merchandiser Dan Turpin, Canadian Tire's small appliance buyer, has become 14 years after joining the company. He thrives on taking calculated risks with his suppliers, and finds the whole process of bringing a product to market exciting and stimulating because "there is always something going on".

A career in product development was already simmering in Dan's mind when he attended the University of Western Ontario to study computer science. He started doing contract work for Canadian Tire in 2003 when the company was launching a gift registry and expanding their online presence.

After graduation, he worked in the online field for four years before returning to the University of Toronto to get his Masters degree. And once Dan gained that broader business experience, he realized he wanted to expand his horizons beyond IT or finance. He really wanted to get into product development and business leadership. In that regard, there was no better place to work than Canadian Tire, and his MBA helped him get his foot back in the door. An avid hockey player and devoted family man, Dan found it easy to identify with the Canadian retail icon.

"Canadian Tire is a proud company with a rich Canadian heritage," he explains. "I admire the values of the company and the partnership with the dealers. I also admire their charitable work, which gives kids across the country a chance to participate in team sports."

After his first son, Ben, arrived just over a year ago, Dan and his wife Stephanie (also a buyer at CT) learned to appreciate the family values that are the hallmark of Canadian Tire even more.

Though Dan has really made his mark in small appliances, he actually started out working in category strategy where he tried to identify opportunities in Canadian Tire's assortments across all categories. In 2009 he moved into financial planning and forecasting for the kitchen team, working with many people who are still there today, before getting his first buying assignment in Decor Furniture. He then joined the kitchen buying team, and that's where he learned to appreciate the thrill of seeing those sales results every morning.

"To be a good buyer, you have to get excited about both the successes and the failures because you don't always win," he says. "If something has gone sideways, you should also be motivated by that because there are going to be mistakes. In order to evolve as a buyer, you have to learn from those mistakes and never repeat them."

His first buying assignment after joining the company was in furniture, home

decor and storage/organization. He stayed for three years before moving into his current role.

Dan is fortunate to have a broad team working with him that includes a category business analyst, a marketing coordinator, a promotion consultant to help plan the flyers, a forecast analyst and a replenishment analyst who coordinates the proper flow of goods within the organization. He also has a procurement team to formulate vendor product strategies and help him build future assortments.

In addition to expanding Canadian Tire's in-house Master Chef line, Dan currently deals with about a dozen key suppliers and close to 10 national brands. He conducts a major line review once a year but will launch a variety of new products throughout the year in order to take advantage of seasonal or promotional opportunities. Sourcing is done at the Chicago International Housewares Show, the Ambiente Fair in Frankfurt and through Canadian Tire's agents in the Hong Kong office who visit the Canton Fair and deal with the factories in China.

The countertop appliance category is a pretty significant one within the company's Living Division because it specifically targets a key market group.

"Our strategy is to 'win with active families', and we know that familiar brands like KitchenAid and T-fal resonate with this consumer segment.



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PHILIPS

Buyer Interview: Dan Turpin, Canadian Tire

Small appliances are a pretty important traffic driver for the company.”

One of the ways Dan has driven growth in the category has been by forming tighter relationships with vendor partners and adding more premium brands to the Canadian Tire mix. His passion for the products is evident in some of the ambitious promotions he has brought to fruition.

Last year he worked with Nespresso to launch their first promotion with a mass merchant and he has added the premium Vitamix brand to the assortment. He also partnered with Philips on several mass launches for exclusive products that aren't available elsewhere, like the pasta machine. Representing 487 dealers has its benefits.

“This is a big category and there is a lot going on,” Dan explains. “I take the time to listen closely to my suppliers and am willing to take risks and try new things because I know we have common goals. Each of us has a number we want to achieve – we need to figure out how to do that together.”

Unlike many buyers, who get fixated on what they want then go after it, Dan is more responsive to trends and fluctuations in the market. And because he carries a wide assortment with price points right across the board, he is able to adapt quickly to new innovations in the market, which is what motivates his customers to buy.

Of course, the right pricing also helps. In a category known for tight margins, Dan believes he has an obligation to provide Canadian Tire's customers with the absolute best price possible. He is a skilled negotiator who will push hard on costs in order to get the right deal, but he is also not afraid to try something completely new or different.

“Dan is open to new ways of working and always looking for the next ‘game changers’ in the market,” says Jasmin Dugal at Groupe SEB. “He strongly supports building brands and launching innovation within the category.”

She adds that “Dan is a true believer in building partnerships and businesses that foster mutual growth. He respects



and listens to opinions from others when making critical decisions. The working relationship makes it easier to find innovative ways to satisfy the end consumer's need.”

One of the hot trends that Dan has been able to capitalize on is the brand expansion of kitchenware companies into the appliance side of the business. At Canadian Tire, names like Heritage Rock and Lagostina, which have traditionally been cookware brands, have now ventured into small electrics.

“We're taking advantage of the brand equity we already have in other kitchen areas and are building on that within our appliance area,” he says. “Whenever you're bringing something new to market it's very exciting.”

His approach has not only impressed his suppliers, it has also made a big impact on the entire division.

“Dan is an extremely passionate merchant who collaborates well with our vendor partners,” says Jonathan Cooperman, associate V.P. of merchandising for Canadian Tire. “He is constantly striving to find win-win solutions to grow our mutual business. He has brought strong growth to the category and launched a number of exciting new programs, including Nespresso and KitchenAid mini stand mixers.”

Dan is well aware that today he faces formidable competition from online sellers such as Amazon, and for a flyer-driven company like Canadian Tire, that matters. He has to work with flyers that are printed weeks in advance and yet still be able to match them on price at any time. And not just price, he adds, but also on total shopping experience.

Store experience is something that is still key for Canadian Tire, he says. “We

want to make sure that when our customer comes into the store they are finding the products they want, and getting the answers they need, something you can't always get with the impersonal online experience.”

At the same time, they are trying to improve the Canadian Tire customer's online experience by making the website richer with better product reviews and more detail to make the landing pages as helpful as possible.

Julie Fisher, director of sales at Spectrum Brands, says that Dan has definitely changed the shopping experience for his consumers. “The advertising changes, particularly in their guides but also in flyers, have targeted the modern consumer with trendy and inspirational messaging. This has elevated the product mix to draw consumers in and transform an everyday kitchen appliance into a feeling for the consumer.”

Now that he's in his third year with the appliances category, Dan says he is facing new challenges. Namely, how to constantly grow and improve.

“In your first year as a buyer, you're able to fix things,” he explains. “In your second year you see those results. But by the third year you need to innovate even more in order to get bigger and grow faster.”

In a category with so many mature segments, that can be a challenge, but it's a challenge Dan accepts readily.

“I'm a competitive guy and driven to win in the marketplace,” he says.

Thanks to Dan's initiatives and his partnerships with key vendors, Canadian Tire has found tremendous success in the fast-paced small appliance market. The goal now is find ways to continue to grow and evolve the category. 🐾

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Countertop cooking

What's new in countertop heating and cooking appliances

Multi-cookers are heating up

by Dave Adamchick,
Account Manager, The NPD Group

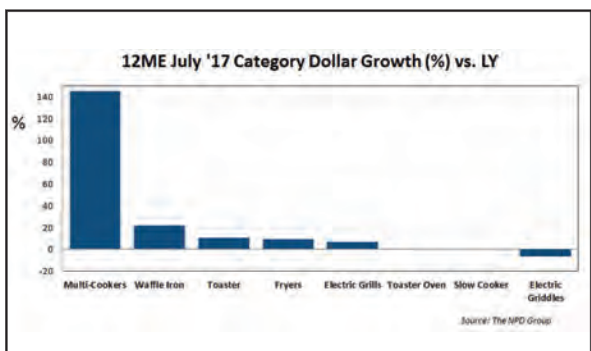
Cookers are a hot selling category in the Canadian kitchen appliance market this year, up just under \$15 million for the year ended July '17, and driving the most raw dollar growth overall. Much of the growth is being driven by multi-cookers (in particular the InstantPot on Amazon).

The success of this category can be attributed to several factors. The grocery retail market is growing at a faster rate than commercial food service, which indicates a consumer shift towards more home meal preparation. The primary benefit of many of these countertop cooking devices has been making cooking tasks easier or faster than traditional oven methods. This motivation has also been the catalyst behind the recent growth of slow cookers, and now multi-cookers.

The movement has been towards devices that can multitask and the multi-cooker is a perfect example of this. Toaster ovens are another example. Last year's double digit growth was largely driven by convection models, and now models with the ability to air fry, dehydrate, and function as a slow cooker when paired with a cast iron pot are in market.

Another external factor that may be impacting sales of countertop cooking appliances is demographics. In early August, StatsCan released data that showed more Canadians are living in one person households than ever – approaching a third of the population. Devices like toasters, toaster ovens, slow cookers, air fryers, electric grills/griddles, waffle makers and multi-cookers are all great devices for cooking quickly and conveniently. They also save space in smaller kitchens.

Source: The NPD Group | Retail Tracking Service



T-fal's Actifyr VISTA features exclusive Dual Motion Technology. It combines hot air with the automatic rotation of the paddle to gently stir the ingredients for perfect, even cooking results every time. Consumers can prepare their favourite dishes in an easy and healthier way – whether fried, roasted or simmered. With a larger steam-free viewing window and 60-minute timer on the control panel, it can cook for up to six people.



The T-fal Multicook & Grains (also shown on our cover) is the latest innovation to both soak and cook grains. With more than 80 versatile cooking and custom DIY programs, it's never been easier to prepare healthy and tasty meals. Offering varied textures to meet all food preferences and functions like risotto, slow cook, brown, bake, yogurt and more; this innovative rice and grain cooker is easy to use and highly versatile.



The perfect blend of traditional and modern tones for delicious homemade breakfasts, the new T-fal line of Maison toasters feature the iconic 'T-fal incline' and seven toast shade settings for ultimate toasting control. The toaster is equipped with all the functions needed to make perfect toast: self-adjusting bread slots, bagel, reheat, cancel and defrost settings with hi-lift levers and LED indicators.





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Countertop cooking



The One Precision Poacher from **Breville** uses a probe with a precise temperature control to take the guesswork out of tricky eggs for perfect texture every time. It features a removable PFOA-free non-stick aluminum cooking pot with glass lid and silicone handles. It has temperature and time adjustments, texture settings and a delay start. Options include steam, poach, boil, scramble, Eggsper and sous vide.

The new Breville 1800-watt Steam Zone, shown below, uses a 16-inch cooking tray to steam large ingredients like whole fish. The 7-inch steam baskets have independent cooking zones so different ingredients are ready at the same time. It comes with BPA-free parts and all stainless steel cooking surfaces. The Rapid Start ensures food is cooking evenly and quickly. It will also keep warm for up to 45 minutes.



Breville has perfected the sandwich grill with the new Perfect Press, above. With a unique Crush Control counterweight hinge, this grill provides four times less pressure on the sandwich to prevent crushing. Instead, it produces crisp brown toast on the outside while everything inside stays fluffy. The suspended top plate also allows for open sandwich melts. With a compact vertical storage option the Perfect Press can stand up easily in cupboards.

Featuring a ceramic nonstick coated cast aluminum grilling plate, the **Chef'sChoice** Professional Indoor Electric Grill 878 produces delicious grilled foods every time. A superior plate design provides an ample surface for cooking several foods at once. The grill plate is lightweight and lifts out easily for clean-up. The stainless steel drip tray keeps unwanted fats from splattering and smoking, and also removes easily. The adjustable temperature control provides perfect flavour for all meats and vegetables. It also has a "Ready to Grill" indicator light and illuminated On/Off switch.



Cuisinart is introducing a healthier way for consumers to fry, bake, roast and so much more. The new premium full size convection toaster oven, shown left, comes with a built-in air fryer which means it not only bakes, broils and toasts, it also lets you air fry right inside the oven. It uses a combination of ultra-hot air, high blower velocity, and four upper heating elements to prepare a variety of meals that are delicious and healthier than traditional frying.

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Countertop cooking

The versatile **Hamilton Beach** 2-in-1 Oven and Toaster combo lets consumers cook personal-sized pizzas with a tender, crispy crust or toast bread evenly in 40% less time. With the simple slide of a lever, switching from the extra-wide slot toaster to the spacious oven is easy. Bake, broil or toast – this 2-in-1 appliance offers the flexibility to cook a variety of foods. Set the temperature and timer using the easy-to-turn knobs. Other features include auto shutoff and a stay-on setting for batch cooking. The crumb tray slides out easily from the front for convenient cleaning.



Convenience is also key with the Hamilton Beach Casserole Slow Cooker, above. The rectangular shape is great for casseroles or lasagna, while the high, low and warm settings offer the versatility to cook a variety of main courses, side dishes, desserts and more. The 3.5 quart capacity is big enough to handle 8-10 servings of casserole or a 3.5 pound roast. Stay or Go clips on the lid keep liquids inside where they belong. Cleanup is easy with a removable inner stoneware dish that is dishwasher safe.

From bread to blenders

In the 1990s, American consumers had a short-lived affair with the automatic breadmaker, purchasing more than three million machines in 1993 alone. Twenty years later, foodies are splurging on sous vide immersion circulators and \$650 blenders.

The latest consumer craze is the Instant Pot – that Canadian-designed electronic multi-cooker that was the top-selling item in the U.S. for Amazon Prime Day in 2016. That global shopping event moved 215,000 Instant Pots in a single day and it was a top-seller again this year in the U.S.

Last year, Americans spent an estimated \$9 billion on small kitchen appliances, according to market research firm Euromonitor. As of 2014, one in five Americans had a device that connected to the “internet of things,” making us early adopters of internet-enabled home appliances we can control with our smartphones.



Induction cooking is faster, safer, cleaner and more energy efficient than any other cooking technology. When active, the cooktop surface remains cool while the heat is transferred directly to the pot or pan, creating the safest and most effective cooking experience.

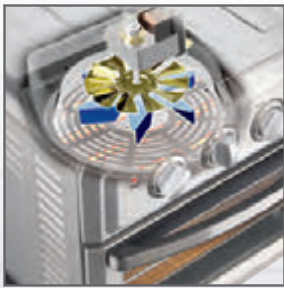
As innovators of induction cooking, **Salton** is making induction simple with their range of cooktops. All Salton Induction cooktops are powered by 1800 watts for quick heating and the adjusting temperature function is easy to use with the user-friendly digital touch buttons. Consumers can check if their cookware is induction compatible with the handy induction tester that's included in every box.



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TOAST



AIR FRY



BAKE &
CONVECTION BAKE



BROIL &
CONVECTION BROIL



WARM

Cutting Edge



Royal Selangor offers two premium cutlery lines from Argent and Skandia, shown above. The House of Argent offers a range of cutlery in premium 18/10 stainless steel with a jeweler's attention to detail. The Skandia Forte line is mother nature's artwork reflected in knives and flatware. The designs are based on Scandinavian principles. Available with a magnetic black knife block that holds up to 12 knives, the end cap provides a counterweight for added balance. The soft grip handle offers added comfort. Hand wash only.

Brooklyn Rose Gold knives from **David Shaw**, below, feature hard rose gold titanium plated blades. These hollow ground blades keep their edge well. The comfortable easy grip soft handles have an attractive rose gold plated bolster with finger guard. Designed in Britain, the knives are easy to sharpen. Hand washing is recommended, but they can go in the dishwasher. They come with a 2-year guarantee in 3 or 5-piece sets, including this fan-shaped block.



Taylor Eye Witness was founded by John Taylor in Sheffield, England. The company has been producing high quality kitchen knives, scissors and cutlery since 1838. Inspired by the line "No eye has seen such" from Shakespeare's Henry IV, Eye Witness cutlery was born, later changing to become Taylor Eye Witness. Still producing in its Sheffield factory, the company's knives are distributed in Canada by David Shaw. Shown above, the 5-piece Brooklyn Copper Set with copper plated bolster.



The striking Miyabi Koh knife from **Zwilling**, left, has a super steel forged blade with engraved logo and comfortable octagonal shaped handle made of single-tone black pakka-wood. Also new from Zwilling is Diplome line of knives, right. The collection was developed with Le Cordon Bleu institute. The Japanese style blade has a Katana edge with long-lasting sharpness. The half bolster ergonomic handle has a blue spacer accent.



Cutting Edge



This powerful, fully magnetic knife rack from **DanESCO** safely stores knives and tools within easy reach. It's ideal for the kitchen, work shop, craft room and more.

Mounting hardware is included. Also new from Danesco is this compact 2-tier knife organizer, below. It provides both safe storage and easy access. It's designed with two levels for different blade lengths and can hold up to nine knives in a neat, compact space.



The Norpro Uni Knife from **Ventures International** has a stainless molybdenum vanadium steel blade and contoured handle. The off-set weighted handle fits comfortably in the hand and keeps knuckles away from the cutting surface.



This new two-stage compact manual knife sharpener from **Chef's Choice** applies a superior, durable edge. It uses high quality tungsten carbide and ceramic sharpening elements. It's lightweight and stores easily in a drawer. The soft touch handles provide a comfortable, secure grip.

The Chef's Choice ceramic and steel diamond hone sharpener, right, uses the same sharpening technology for ceramic and metal knives in a two stage system. It will provide an incredibly sharp edge to either blade. It has an elegant, easy to use design with precision guides.



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Kitchen Linens

The latest in tea towels, tablecloths, napkins & more



These innovative Tea Towels by **Combekk** are made from recycled jeans, above. Developed in Holland and made in Germany, they are distributed by **Browne**. From all the jeans that are thrown away in the Netherlands, Combekk selects the best quality denim, shreds the fabric and re-uses the fibre to make the tea towel. Also new from Combekk are these unique pot holders. They are crafted in the Netherlands from 100% authentic Dutch leather.



Abbott is introducing a range of 18-inch square linen napkins with a ball trim, left. The soft pastel napkins come in blush, dove, ecru, lilac and sky blue colours. Also new is this adorable Lamb Chop teapot cozy. The acrylic sheep cozy covers a white stoneware teapot.



The Winter Birds pattern is available on three items from **Danica** – a tablecloth, above (in three sizes), a table runner and napkins. Each is made of 100% cotton that is easy to clean and care for. Also from Danica is this Buffalo Check Deer apron, left. A new classic, the unisex spruce apron is perfect for the winter kitchen. The two deep front pockets are ideal for tucking away recipe cards, tea towels and utensils. The Buffalo Check Deer design is also available on dishtowels.

Counseltron is launching new silicone and fabric potholders by **Lodge**. The fabric lining provides a comfortable grip while the silicone exterior offers maximum heat and stain resistance. They protect surfaces from heat up to 450° F and protect hands from heat up to 350° F. They are available in grey and red.





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A strikingly modern appearance featuring an FC61 super steel blade hand-honed to an ultra-sharp edge for precise performance in the kitchen. The comfortable octagonal shaped handle is made of natural single-tone black Pakkawood accented with a stylish mosaic pin – striking a perfect balance between traditional Japanese craftsmanship, style and minimalist design.



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Home Entertaining

What's new in serveware, cheese boards and party accessories



The Artland beverage server from **DanESCO**, left, hold 11.5 litres and features a natural cork lid and robust handle to bring farmhouse character to any setting. DanESCO is also introducing this tiered collection of serveware and appetizer bowls from BIA. The porcelain plates sit securely atop a black metal base to maximize space when presenting a spread of desserts, appetizers or dips.



The Zyliss gravy separator from **Swissmar** is clear for easy viewing and has a large 4-cup capacity. It features a spout to separate juices from fat, easy-to-read internal measurements, an external sliding scale for accurate measurements and non-slip grip handle and base for optimal control.



The cookware range from Emile Henry includes entertaining elements such as this tagine, above. The cookware is safe for the stovetop or oven as well as the dishwasher and microwave. The fondue set, above right, adds a rustic touch to any dinner party and comes with six fondue forks. Distributed by **Browne**.

Oyster is the latest colour from **Le Creuset** and it is offered in several pieces that are perfect for entertaining. This lovely straight sided oval dish is suitable for longer cuts of meat and is easily scoopable for casseroles or pasta dishes. The flared top aids in evaporation and allows room for bubbling overflow.



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Home Entertaining



Celebrate Canada's 150th in style with these adorable accessories from **Danica/Now Designs**. The 'Boris Bear' white stoneware dish, left, has an embossed surface that is great for appetizers and is sure to be a conversation piece. The Buffalo Check coasters, right, are made from cotton with a blanket stitch border that is ideal for cottages or cabins.



The Brooklyn Copper and Rose Gold cheese knife sets from **David Shaw Designs** feature the same elements as the cutlery. The set includes four knives for hard, soft, parmesan and bell cheese. The copper and rose gold knives come with a slate board, shown. The rose gold set with white handles comes with a marble board.



Made of durable ceramic, the **Ricardo** gravy boat has a double wall construction that lets you pour hot water inside to keep sauces warm longer. It has a drip-free pouring spout and is safe to put in the dishwasher.



Abbott offers several items for the home entertainer. The Pindish line includes this round pin appetizer dish with an anchor design, left. It also comes in a bike or tree of life design. The Woodwork paddle board, below, is ideal for serving cheese. Made of acacia wood, it is designed with holes for character and a leather strap



The iSi Sodamaker Classic back! Available from **Jascor**, it features a high quality stainless steel design and a bottle made from PEN. The mesh casing and operating elements are also made of stainless steel while the retro charger holder is made of durable plastic. It has a pressure control valve for safety and a riser tube with an integrated nozzle for added comfort.



MAKE A **Smart** MOVE

We go to lots of buying shows each year, but the International Home + Housewares Show is our favourite. Chicago is such a terrific city to visit with its great architecture and endless restaurants. The Show itself is well-organized, inviting, and inspirational. We are able to touch base with existing suppliers and get a “fix” on the year ahead, plus we’re always surprised by the amount of new “finds” we acquire at this show.

If we were limited to one show per year, this would be it!

Ben and Sue Boschman, Lakehouse
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What a night!



The first *Housewares Happy Hour* attracted an enthusiastic crowd of 340 retailers and vendors to the Sheraton Hotel on Monday, August 14th. Held during the Toronto Gift Fair, the cocktail reception was organized by the Housewares in Hall 7 Committee, a group of vendors dedicated to re-energizing the housewares section of the fair. Several exhibitors also held contests and special events on the show floor. Another *Happy Hour* is being planned for 2018. Watch for details in the next issue.



Sponsor Anne-Marie Trudeau of Trudeau, centre, with Christina Valago, left, and Caren McSherry of Gourmet Warehouse.



Laurie O'Halloran of *Home Style* greets Richard Filteau of Stokes/Think Kitchen.



L-r: Alison Fletcher of The Cookery (now with two Toronto locations), Brigitte Roy of Danesco and Kathryn Healy of Gourmet Kitchens.



Frank Sasse of Peugeot, left, with Brian Schachter of Counseltron and Jerry Cayne of Cayne's Housewares, right.



Gail Patterson, left, and Lorraine Gray of Thyme to Cook in Guelph, Ontario.



Kirk Reid of Trudeau is shown left, with Noury Khabie of Orly Cuisine and Catherine Denis of Choquette & Cie.



Jamie Rowland, left, and Erik Smith of Zwilling with Mario Brochu of Cuisina, right.



L-r: Jim Kemp of PSI with Carol Steele of Cayne's, Chris Shipton of Jascor, Jami Steele of Cayne's and Taylor Simms-Brown of Jascor.



Daniel Oehy of Swissmar, left, with Mark Bartling and Alexis Vlassie of The Happy Cooker and Brenda Poffenroth of Royal Selangor.

HOUSEWARES HAPPY HOUR AT THE GIFT FAIR



Sue and Ben Boschman of Lakehouse Home Store, left, with Belena Novak of Octagon and fellow B.C. *gia* award winner Robbin Lich of Kitchen Therapy.



Gino Andreoli, Ann Marie Prefontaine and Tori Schoffield of Linen Chest with Janet Bambridge, right, of Royal Selangor/Portmeirion.



Laurie O'Halloran with Raffi Kouyoumdjian of Le Creuset and Fontaine Wong of Ming Wo.



Sherrie Lawson of Trudeau with Torsten Lawson of Jascor and Daryl Katzenberg of Kitchen Stuff Plus.



Jeremy Wreford, left, with Martin Kehoe of PSI and Carrie Wreford of Bradshaws.



Kymerley Macmillan of Zwilling, left, with Cathy Irvine, Allison Nicholson and Albert Plomer of Ottawa's Grace in the Kitchen.



L-r: Lexa Shropshire of Danesco, Stan and Marianne Kundert from Edelweiss Imports, Marion Burns and Veronica James of Danesco, and Bill Marshall of Zwilling J.A. Henckels.

HOUSEWARES HAPPY HOUR AT THE GIFT FAIR



Laurie O'Halloran of *Home Style* with Brent Bondarenko, left, and Robbin Lich of Kitchen Therapy in B.C.



Cy Wong of Portmeirion/Royal Selangor, left, Julie Montreuil of Vinum Grappa and Bob Burke of Portmeirion/Royal Selangor.



L-r: Linda Heidman of Swissmar, Kathleen Rutt of Linen Chest, Rosa Fragapane and Manon Lapointe of Danesco.



Diana Arn and Thomas Arn of PSP/Peugeot with John Newton of Ventures International.



Raffi Kouyoumdjian of Le Creuset with Kyle and Jenny Otsuka of Zest in Picton, Ontario.



From Pot Pourri in Beloeil, Pierre, left, M.Aime Choquet and Marie-Helene Byatt.



Nadine Legault and Caroline Soucy, both of Groupe Marketing, with Francois Boutin and Brigitte Meunier from Les Agences Boutin.



L-r: Shirley Hanson of Pure Home Design with Tammy Tryon, Brigitte Ho, Andrew Ho and Maureen Simard of Simple Pleasures in B.C.



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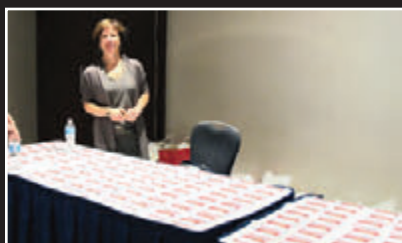
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HOUSEWARES HAPPY HOUR AT THE GIFT FAIR

THANK YOU ...



...to all the volunteers who helped make this event possible. Myriam Hill from Swissmar, Ashley De Lima from Jascor and Kate Wise of Port Style all worked tirelessly all afternoon stuffing the retail gift bags. Anne-Marie Trudeau kindly donated the bags and tissue paper; Katherine Samuel of Port Style, above, manned the registration desk and generously donated the beautiful flowers for all the tables; and CanGift donated the shuttle bus.

A very special thank you to the following vendor sponsors who donated a gift item for the retail 'Swag Bag'.

- Atlantic Promotions
- Counseltron
- Danesco
- Danica Imports
- Jascor Housewares
- Peugeot (PSP)
- Port Style Enterprises
- Swissmar Imports
- Trudeau
- Ventures International
- Zwilling J.A. Henckels



L-r: Lisa O'Hara of NLI Solutions, Melanie Ribeiro of Engage People, Catherine Smith of NLI Solutions, Ryan Langlois of Engage People and Maegan Stevenson-Heal of NLI Solutions.



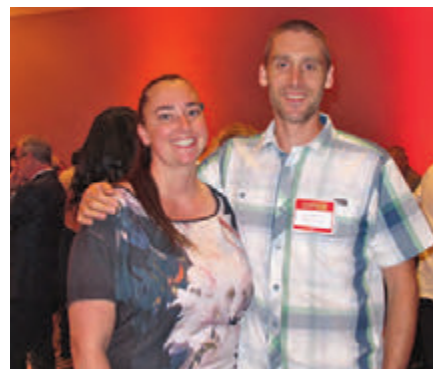
Lisa Cooney and Jeanette Cooney of The Apple Store/Cooney Farms.



Heather Scott of Kitchen Bits in Sudbury with Brigitte Roy of Danesco.



Laura Bulley and Ashley De Lima of Jascor housewares with Daniel Oehy of Swissmar.



Claire Breeze and Alex Souvairan of Kitchen Boutique in Alberta.

2017 Happy Hour Sponsors

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ON THE GIFT SHOW FLOOR. . .



Steven Gerry of Cards & Gifts tries his luck at the "Spin to Win" wheel at the Danica booth as president Sushil Arora looks on.



Sigrid Wolm and Kristin Vettese of Kitchen to Table were thrilled to meet celebrity chef Ricardo who was on hand at the Starfrit booth on Monday.



Peggie Liddle shows off the new range of West Bend appliances now available to specialty retailers through Edgecraft.

First time exhibitors



Exhibiting for the first time at the Toronto Fair, Melitta Canada demonstrated the original pour-over coffemaker. Shown above is Bill Dubourdiou, left, and Davide Viola.



Jogi Sudnik was also showing Universal Stone for the first time at the fair. She's shown with Beth Kelly of The Creative Cook in Bracebridge, Ontario.



Cuisinart was back at the gift show after an absence of several years. Kami Bosland, left, and Soman Sukhu, right, welcome Jerry Cayne to the booth.

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Fabrice Hensgen

Sales Team Leader - Philips Canada



How long have you been with Philips?

I started out in 1999 in Automotive Lighting in Europe, which is a very competitive sector. I then moved to Canada and after some experiences working in CPG with Electronics and Personal Care, I had the pleasure of working on the integration of the Saeco brand, which we acquired in 2011. This not only made me fall in love with this amazing country, I also fell in love with the small appliance industry!

How important is the household appliance category to Philips worldwide?

This is one of the top pillars in our growth ambition. We only entered the North American market two years ago, yet Philips is now the second largest kitchen appliance supplier in the world. We want to continue to build on that momentum.

What changes have you implemented?

We need to make sure each point of distribution brings added value to the end user. For example, in the Super Automatic espresso category, we have worked with the independent channel to raise conversion and category growth while also helping specialty coffee retailers bring awareness to this niche and growing category. This allows us to develop long term sales growth with the trade and also bring a sustainability message to our end users.

What gives Philips a competitive edge in today's marketplace?

At Philips Canada we have the advantage of two worlds: full access to a strong global product portfolio and specific innovations that we can naturally

link to local consumers. For example, Canadians love to barbecue, despite challenging weather and limited space in urban areas. Our Smokeless Grill allows consumers to bring this outdoor activity indoors, providing authentic grilled flavor to food that is smoke-free.

How is the industry evolving?

Canadians are becoming more health conscious and seeking products that make it easy to choose a healthy lifestyle. This means more quality time spent in the kitchen preparing healthy food, whether it is frying with less fat with an air fryer or making gluten-free pasta at home with a pasta machine.

What challenges do you face today?

The world and how consumers are shopping is rapidly changing, which is why companies like Philips need to continue to offer innovations that meet consumers' ever-changing needs. Moreover, once established, it is important to protect core technology/intellectual property that makes a real difference in the product, as "me too" products can damage consumers' satisfaction.

Where are the opportunities in the small appliance market?

The Canadian consumer is willing to spend more time in the kitchen, as they are generally proud of their culinary creation and the tools they use. They want to ensure that they are bringing healthier meals to the table while using more versatile and flexible solutions.

Describe your customer relationships?

After giving the independent channel a priority, we have established a compli-

mentary relationship with specialty retailers. These are long-term partnerships where we are working together with buyers, building consumer satisfaction, increasing retail floor traffic and driving category growth.

How has your sales strategy changed as a result of online sales/social media?

While the majority of our activities are driven by innovation, the rise of online education (Canadians are ranking amongst top countries for online search) is a key pillar to accelerate consumer adoption towards higher priced and valued proposals. This is fully complementary of in-store proper merchandising to confirm purchase intention and to drive satisfaction.

What are some of the key trends impacting the industry right now?

Healthcare is currently one of the strongest evolutions we see at Philips, with an increase in personal responsibility when it comes to managing one's own wellbeing. Personalized solutions such as wearable devices have exploded in the marketplace. We believe this mindset will change the way we eat and treat our bodies moving forward.

What does Philips have planned for the year ahead?

Innovation, innovation and more innovation! We will continue to create meaningful cooking solutions that allow consumers to have a more active role in their health and overall wellbeing. 🍷



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