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Canada's Housewares Magazine

May 2019



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The sophisticated new Jura Z8 coffee machine featured this month was the winner of the 2018 German Design Award.

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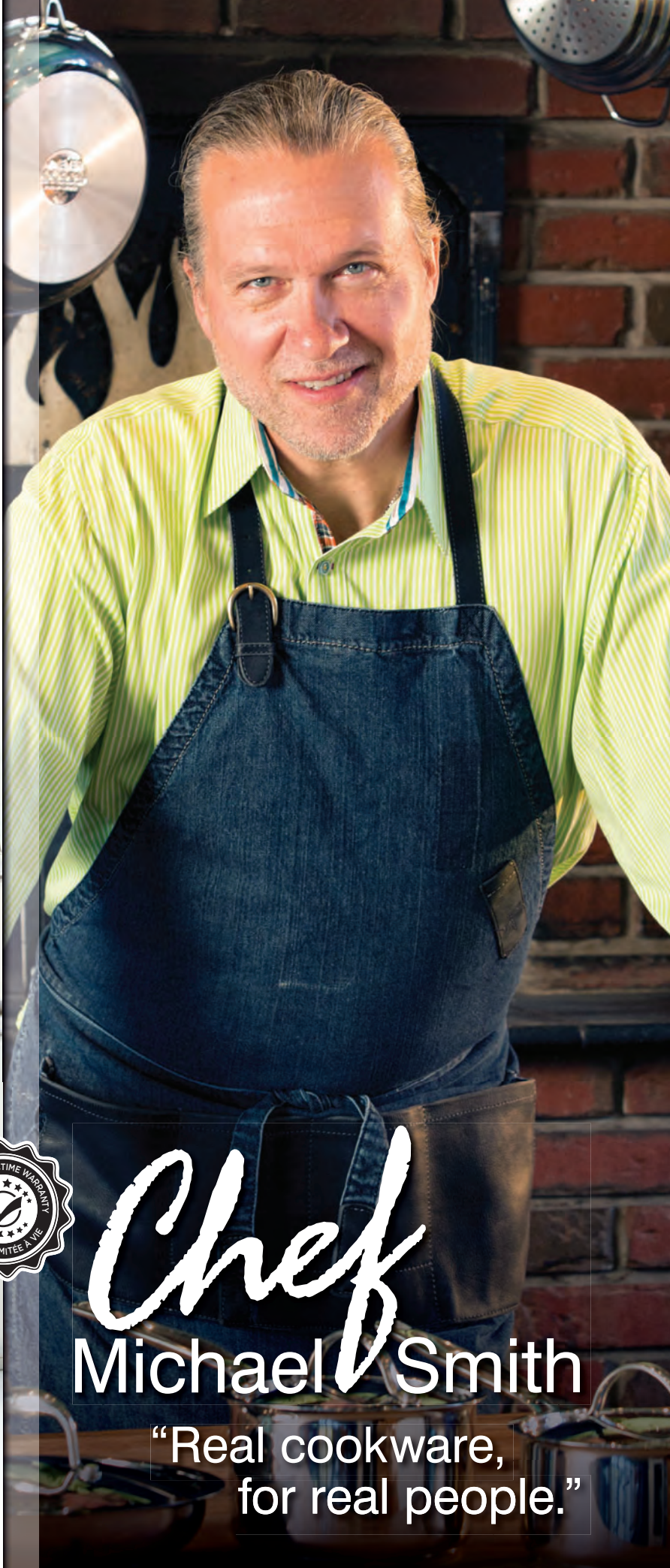




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Opening Lines

The joy of being a clean freak

If you want to really take inventory of what's important in your life and what isn't, try moving into a new home that's less than half the size of your current one. That's what I did in March when I sold our family house/home office after 20 years. It was a valuable lesson in purging possessions, something that has been getting a lot of press lately thanks to popular 'decluttering guru' Marie Kondo. Every time I lifted another object I hadn't used in years, I asked myself "does this spark joy?" More often than not, it didn't.



It's easy to see why tidy, organized, clean living has become so important to consumers. And although my children claim I'm a dinosaur when it comes to new technology, house cleaning is one trend where they admit I am 'ahead of my time'. I have been a 'neat freak' for as long as I can remember. Going through old letters before my move, I found one I wrote to my grandparents at age 10 telling them how excited I was to come visit them and clean their house for them! Polishing, vacuuming and organizing closets (by colour and sleeve length) or cupboards (with all labels facing forward) has always been very therapeutic for me, less so for those I live with. I simply can't live in messy surroundings.

Clearly, I'm not alone. Today, Instagram is full of 'cleaning influencers' such as Sophie "Mrs. Hinch" Hinchcliffe, who boasts 1.9 million followers who are enthralled with her sparkling clean home. And the popularity of the "Tidying Up With Marie Kondo" show on Netflix is driving retail sales of organization products. Sales of stackable file drawers jumped 17% in the last 12 months and The Container Store in the U.S. is actively merchandising Kondo's KonMari method of organization.

At the recent Chicago housewares show, forecaster Naomi Pollard of *The Trend Bible* told retailers that life at home is what is driving big changes in the market. The focus is on the healthy home and the quality of indoor air. There is a revolution in household cleaning, she says, as consumers live uninhibited and search for experiences, not things. We're looking for a deeper connection and we want our homes to be sacred places.

There are two key trends in home decor that have emerged this year, according to Pollard: Precious Space and Meaningful Life. Slow cooking and craft brewing are two examples of how these trends have found their way into the kitchen. Consumers want to enjoy the moment in a tidy, stress-free environment. Dark, dreamy spaces, intimate rooms and soft, nature themes figure prominently. We want orderly homes with clean, simple lines, neutral interiors and organic colours.

Evaluating products and determining if they will spark joy in your customers is the primary focus of every housewares retailer. Keeping a streamlined, orderly store encourages browsing – especially if you're offering natural cleaning solutions and products that are beautiful, well-made and also good for the environment. (Minky, an online cleaning company, saw a 10,000% increase in demand for their antibacterial cloths last summer after Mrs. Hinch recommended them on Instagram.) Apply the same Marie Kondo principles to your own surroundings and you'll discover, as I did, that decluttering can be rejuvenating. Learning to live with less has been more satisfying than I ever imagined.

– Laurie O'Halloran
laurie@homestylemag.ca

Editor's Note: In my last editorial, I asked whether readers would prefer a digital e-magazine to a printed publication. The response was unanimous in favour of print. So, although we offer a digital edition online, Home Style will continue in its present printed 'paper' version. Beginning in 2020, however, it will only be mailed free of charge to retailers, buyers, advertisers (and their reps). All others will be charged a nominal subscription fee to receive the printed magazine by mail.

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People In The News

• **Jasmin Dugal** has been promoted to General Manager of Group SEB Canada, replacing Fabrice Dupont who will be returning to Europe to head up the Group SEB Netherlands business.

• **Trevor Kidd** has left Product Specialties to join Zwilling J.A. Henckels as national sales manager for independents.

• Libbey has named **Mike Bauer** as the company's next CEO. He was also appointed to the company's board of directors. Bill Foley, Libbey's former CEO and chairman of the board, retired on March 24, but remains with the company as executive chairman of the board.

• **Suzanne Scanlan** has been appointed western sales representative for independent retailers and regional chain stores for Trudeau.

• **Corelle Brands**, formerly World

Kitchen, plans to merge with Instant Brands, the Canadian producer of the popular Instant Pot.

• Lodge Cast Iron has appointed **Mike Otterman** as the company's new president and CEO. He joined Lodge in 2016 as senior V.P. of sales and marketing and was promoted to president and chief operating officer (COO) in late 2017. Otterman succeeded Henry Lodge, who served as the company's CEO from 2016 to 2018.

We've moved!
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Communications has moved to:
422 Scarsdale Crescent, Oakville,
Ontario L6L 3W7.
Phone remains the same.

Microplane celebrates 25th anniversary of rasp

It was 1990 when the Microplane rasp was introduced to consumers by brothers Richard and Jeff Grace, founders of Grace Manufacturing in Arkansas. The rasp was long known as an innovative woodworking tool designed to rapidly smooth and shape wood using razor-sharp teeth. In 1994, just four years later, a Canadian homemaker, frustrated by how quickly her kitchen grater blades dulled, grabbed the rasp from her husband's woodworking tool cache and was amazed at how cleanly and efficiently it created citrus zest for her orange cake recipe. Turns out extremely sharp teeth that are designed for lumber cutting and precise wood shavings, are also exceptionally effective for grating orange citrus zest without removing the pith. This "eureka" discovery 25 years ago marked Microplane's transition from the woodshop to the kitchen.

At first, the company expressed disbelief that their serious woodworking tool was being purchased by home cooks to zest citrus fruits and grate hard cheeses. But the success of the original Microplane has led to the launch of many other kitchen gadgets. Today, Microplane designs and manufacturers over 40 kitchen tools and gadgets.

Letter

I wanted to express my gratitude for your sponsorship of the G Daoust & Cie store as the 2019 *gia* winner. Having been given the opportunity to be in Chicago, I can see the considerable amount of work you went through to place the store in the spotlight.

I don't own the store, but every day my team and I have put our hearts and souls into giving our clientele not only a great shopping experience, but a memorable moment in time. And that is what I experienced in Chicago last March, a special moment in time – a moment that would not be possible without Home Style magazine and you!

Richard-Claude Bélanger
G. D'Aoust & Cie, Montreal

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A message from the Canadian Housewares Committee

Its here! The new **TORONTO GIFT + HOME MARKET**, exclusively at one location: the Toronto Congress Centre. We are all really excited about the change!

We expect the sold-out show to buzz with activity and excitement as all exhibitors converge in one location for the very first time. The new floor plan will be easier to navigate by category and we're particularly excited about our new Housewares location in the middle of the HOME Building. It just makes sense.

The Canadian Housewares Committee has been organizing a Housewares Happy Hour for the last two years during the August Show. We're happy to announce that the party will be BIGGER and BETTER in 2019, inclusive of the whole industry and organized by CanGift. This promises to be a highlight that you won't want to miss. We look forward to a memorable evening with our valued customers and fellow exhibitors. Details of the event will follow.

We anticipate strong attendance, as change creates excitement, curiosity and the opportunity for a completely new experience. The new destination for Housewares is a catalyst to remodel and rejuvenate our booths and to launch an abundance of new products to create the excitement and momentum for a fabulous back half of the year.

We look forward to seeing all of you at the new **TORONTO GIFT + HOME MARKET**. Find us in THE HOME BUILDING, Hall 5 (formerly Hall 11). In the meantime – Happy Spring!

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Retailers have their say...

By attending the Toronto Gift Fair, I get to see all new products quickly and efficiently. If I had to see each company individually it would take weeks and the cost to accomplish this task would be much higher. The show is an efficient and cost effective way for me to see and order the new products available.

Not everyone can afford to travel to the U.S. to attend trade shows. The Toronto show allows new companies who can't afford to exhibit in the U.S. to showcase their product to the Canadian retail industry.

Brad Rothblott, Binz, Toronto

I have been to every Toronto gift show since 1981, and wouldn't miss it under *any* circumstances. I couldn't run my business without it. My stock would become boring and repetitive and uninspired. I don't believe that one can continually rely on their own creativity without some external stimulus.

Things change. I often revisit merchandise that I either grew tired of or was on the fence about buying and give it another chance. And I always spend more when I shop in person than from a catalogue. Sometimes items I have seen in catalogues and omitted, when seen in person, are much nicer and I will place an order.

Terry Raven, Pots and Paraphernalia, Duncan, B.C.

During my 23 years in business, I have never missed the fall or spring Toronto Gift Fair. It's a perfect place for wholesalers to showcase their

entire line of new products. Of course I can peruse these in a catalog or online but I much prefer touching the product and getting a real feel for it. More importantly, the show allows me to focus on one part of my business, sourcing products, in a few days, in one place, allowing me to concentrate on that part of my strategic planning.

The show also gives everyone the opportunity to build and nourish relationships between suppliers and retailers. These relationships reinforce the bond and loyalty of the retailer, and in turn the retailer acts as a reliable source of feedback for the supplier. Ultimately, honest conversations can take place, face to face, that can benefit both the supplier and the retailer.

Many housewares retailers are small business owners like me, and are not in a position to attend an American housewares show. We NEED a Canadian housewares show. Also many distributors don't represent American brands, and need to show their products.

I am always disappointed when a supplier pulls out of the Toronto Gift Fair and I am glad the name of the show is changing. I believe the show should be supported from all sides. If some suppliers don't feel the show is important, how can retailers believe it's important? The industry has to show solidarity. Business is hard for all right now, and everyone should work together to make it feasible for all to take advantage of this venue. Distributors must take the initiative to make their booth appealing, inviting, interesting, and welcoming – just like I have to make my store appealing for my customers. If everyone takes responsibility, the show can and will be a great success.

Claire Lauzon, Ma Cuisine, Ottawa

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HBC to shut down Home Outfitters

Hudson's Bay is closing its Home Outfitters business in Canada and is performing a review of Saks Off 5th's 133 stores, with an estimate of closing up to 20 locations in the U.S.

These actions are part of the company's strategic plan to reduce costs, simplify the business and improve overall profitability. The review and rationalization of the Saks Off 5th store portfolio allows Hudson's Bay to focus on its best locations and saksoff5th.com, the company said in a release.

Home Outfitters is expected to close by the fall of 2019. The majority of markets in which it operates are served by Hudson's Bay, which includes home accessory and housewares departments and accepts Home Outfitters gift cards. Home Outfitters currently has 37 stores in Canada.

China to surpass U.S. in annual retail sales

A report from *eMarketer* forecasts that China will surpass the U.S. in retail sales by more than \$100 billion. This year, the Asian nation's total retail sales will grow 7.5% to reach \$5.636 trillion. Sales in the U.S. are expected to grow 3.3% to \$5.529 trillion. While growth rates for both nation's are slowing, China's growth rate is expected to exceed the United States through 2022.

"In recent years, consumers in China have experienced rising incomes, catapulting millions into the new middle class," says Monica Peart, senior forecasting director at *eMarketer*. "The result has been a marked rise in purchasing power and average spending per person."

E-commerce is a major driver of China's retail economy, with sales growing more than 30% in 2019 to reach \$1.989 trillion. As a result, slightly more than one-third of China's retail sales will take place online, which would be the highest rate in the world.

In the U.S., e-commerce sales account for 10.9% of total retail sales.



Hopson Grace offers highly curated approach

Mass merchants, an increasingly global marketplace, and online shopping networks run by multi-national tech companies like Amazon have fundamentally changed the way consumers shop. And although independent bricks and mortar retailers may be an endangered species, they're not extinct. Some, like Hopson Grace, have even managed to thrive amid the chaos.

After opening in 2015 at 1120 Yonge Street in Toronto, home accessories boutique quickly established itself as one of the city's 'prettiest stores'. It helped that the owners knew something about beautiful things and how to sell them: Andrea Hopson had been Vice President Canada for Tiffany & Co. and Martha Grace McKimm was a marketing and communications executive for luxury retail goods.

Rather than a good/better/best assortment, there is a carefully curated kitchen and a main floor that boasts classic tableware as well as decorative accessories from brands like Mud Australia, Georg Jensen, and Farmhouse Pottery, along with local talent. Owners Andrea Hopson and Martha Grace McKimm state their philosophy on the website: "In today's world of disposable shopping and always-on technology, we hope to enrich your life with authentic products, entertaining inspiration and sustainable design. We specialize in life's joyful essentials: food, wine, friends, family and great design. Our goal is to inspire you as you plan your next meal, imagine your next celebration or update your home. We've eliminated the burden of too much choice by curating what we believe to be some of the most beautiful tableware designs from around the globe."



GC Buying Group has introduced two new initiatives for its retail members, designed to help them navigate the technology needed to streamline business practices. The B2B online ordering platform offers store members the option of ordering and re-ordering products online directly from vendor members. This also allows vendor representatives to be included in transactions. Since the January launch, stores have been taking advantage of the convenience of online inventory ordering.

GC is also launching a second technological initiative, designed to assist retailers in a growing online climate. This program, dubbed the B2C online marketplace, is set to launch summer of 2019. The marketplace will create an efficient option for independent retailers to sell products online and to retain their customers' data.

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M&M revamps for the modern marketplace

M&M Food Market is using strategic partnerships with bigger chain stores to increase its brand awareness and grow its national footprint. At the same time, the retailer is also expanding its network of standalone stores.

The Mississauga-based company said recently it is expanding its M&M Food Market Express concept through part-

nerships with Rexall, Avondale Food Stores in Ontario and Beaudry-Cadrin in Quebec.

“Going into this, we had a vision for a model that gave us cost-effective entry to highly-developed urban markets as well as smaller regions where M&M was under-represented,” says Andy O’Brien, CEO of M&M Food Market.

The company currently has 110 Food Market Express locations open.

“I’m very confident we will achieve our goals and we’re on track to hit our goal of 200 Express stores by the end of 2019.”

M&M began in 1980 with its first location in Kitchener, Ontario to provide restaurant quality foods. Today, it has over 450 locations across Canada “and growing every month,” says O’Brien. The company is now also selling a small assortment of kitchenware and utensils in some stores.

“In the last two years, we’ve opened 18 traditional stores and we’ll continue to open five to 10 traditional stores a year going forward,” he adds.

The shift in M&M’s strategy began in 2014 when the company underwent a re-branding and a redesign of its stores. It also debuted its Real Food for Real Life promise that eliminated all artificial colours, flavours and sweeteners from their entire product portfolio.

“We wanted to contemporize the business and really set it up for growth and prosperity with today’s consumer,” O’Brien says. “In five years we spent \$20 million to reposition the business from M&M Meat Shops to M&M Food Market. That included a complete redesign of all the stores.

The company also launched an artificial intelligence loyalty program. O’Brien says the goal of the partnerships is to attract new customers who otherwise have no brand familiarity due to limited or no access to stores.

CHHMA honours three industry leaders



On April 2nd, three outstanding members of the Canadian hardware housewares industry were inducted into the CHHMA’s Hall of Fame: Dennis Nykoliatiou, formerly of Black & Decker, shown above with his wife Betty; Solly Feldman, founder and chairman of Accent Fairchild group, shown above right with his wife Linda, and Terry Davis, former CEO of Home Hardware Store, shown right with Joel Marks, V.P. Merchandise.



The Canadian Tire buying team came out in force to support Accent Fairchild and Solly Feldman’s induction. Shown left to right: Anthony Wolf, Deana Creglia, Jon Cooperman, Stephan Lafreniere, Evan Feldman (Solly’s son, who introduced his father), Esther Ifrah and David Creglia.

Wayfair is set to open its first full-service bricks and mortar retail store at the Natick Mall in Natick, Massachusetts. Scheduled for early fall, the store will be connected to Wayfair’s online selection of products. In addition, customer service and home design experts will be available in store to consult with shoppers. Consumers will also be able to purchase products in-store while also placing orders for home delivery.



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Lack of stock is what annoys shoppers

A lack of open checkouts and crowded aisles may be annoying to grocery shoppers, but their biggest frustration is finding a desired product is out of stock, according to research from Field Agent.

The retail data insights and consulting firm surveyed 1,775 Canadian shoppers about on-shelf availability during their weekly grocery shop. Field Agent conducted the survey ahead of the launch of a service called the On-Shelf Availability (OSA) Monitor Canada that tracks the availability of a basket of goods on weekends.

According to Field Agent, out-of-stock product costs Canadian retailers as much as \$63 billion a year as consumers who are ready to buy, leave the store empty handed.

More Canadians are living on their own

Thanks in part to high rates of divorce, an unprecedented one-in-six adult Canadians now live alone, according to new research by Statistics Canada.

The number of persons living alone in Canada more than doubled over the last 35 years, from 1.7 million in 1981 to 4.0 million in 2016.

Single person households are now the most common household type in Canada – the first time in recorded Canadian history this has been the case. Previously, from 1867 to the time of the 2016 census, Canada's most common household type had been one filled with a family.

The solo-living shift has been most

dramatic in Quebec, where 18% of the over-15 population is now living alone, according to 2016 census data.

Divorce appears to be one of the main reasons for the spike. Since 1981, men aged 35 to 64 were most likely to have taken up solo living, largely because they went through a divorce where their ex-wife got custody of any children.

Surprisingly, seniors are actually living alone less than in 1981. The over-65 crowd continues to live alone in disproportionately high numbers (26% of them were solo dwellers in 2016), but the rate has gone down in large part because men are living longer.

Millennials were also bunking alone in increasing numbers, in part because many of them are living in what Statistics Canada confusingly deems "Living Apart Together" (LAT) relationships; essentially, a long-distance relationship.

Canadian women can still expect to live about four years longer than the average Canadian man, but in the 1970s this gap was as high as 7.4 years. As men are living longer, their wives are spending less time as widows. However, when their husbands do die, widows do remain the best at living alone. Among senior women living solo, 72% reported high levels of life satisfaction, the highest of any other solo dwellers.

Canada becoming a cashless society

Canada is becoming an increasingly cashless society as credit cards, debit cards, contactless payments, electronic transfers and phone apps give consumers any number of alternatives to counting bills and hauling change.

A survey by Angus Reid Institute and *The Globe and Mail* found that 63% of 1,500 respondents agreed either strongly or moderately that they hardly ever carry cash. The number was particularly high among the younger set: 70% of respondents between the ages of 26 and 37 were cash averse. But, remarkably, 57% of Canadians over the age of 55 also said they hardly ever carry cash. Some bank branches operated by Cana-

dian Imperial Bank of Commerce no longer handle cash at their counters, where teams provide advice instead. Anyone who needs cash can turn to nearby ATMs. And a number of small retailers are now cashless.

Yet cash still serves a purpose for anyone who wants anonymity. And it remains a necessity for many older Canadians, rural communities and cost-conscious retailers.

Sweden is closest to the cashless ideal. There, the ratio of banknotes in circulation relative to the country's gross domestic product – a common metric used to describe a country's reliance on cash – has been falling steadily for decades, from about 5% in 1990 to a ratio that's now approaching 1% today. That compares with a cash-to-GDP ratio of 19% in Japan, 8% in the United States (where a lot of cash is held overseas) and 4% in Canada.

Americans still eat most meals at home

Eighty-two percent of meals Americans eat are prepared at home, a much higher percentage than a decade ago, according to The NPD Group. At the same time, restaurant dining has declined. The average American ate out 185 times in 2018 compared to 216 times a year in 2000. A changing workforce, the ease of online shopping and a boom in streaming entertainment have made the home the most popular place to eat again.

Better Homes & Gardens Food Factor 2018 found 93% of Millennials eat dinner at home four nights a week.

Fueling the continuing trend is consumers' desires for healthier eating, as well as convenient cooking and meal preparation.

While 91% of Canadians are aware of Canada's food guide, less than a third actually follow it. It didn't even rank in the top five of preferred sources of nutrition information. Family and friends account for 20%, with general research at 19%, social media at 11%, cookbooks, magazines or self-help books at 10% and TV programs at 8%.

Global housewares spending rose to \$364.2 billion in 2017, an increase of 2.5% according to IHA's 2018 State of the Industry Report. In the U.S. alone, housewares expenditures increased 5.2% from the year before.

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Vendors In The News

Mats offer anti-fatigue comfort for busy chefs



WellnessMats have been a leader in anti-fatigue standing solutions for the last 20 years, providing ergonomic comfort and support for both home and professional chefs. This year the company plans to focus on specialty gourmet retailers and at the March housewares show, they presented several new programs designed to enhance these retail partnerships.

In order to protect their independent bricks and mortar retail partners, Wellness Mats recently reduced third-party sellers by 80%, and no longer sell to Amazon. The company is creating new-found revenue for retailers through a recent re-branding, focused on reselling existing customers with a vanity, standing desk and workplace message. They will continue with promotional campaigns that support their *PREMIUM STANDING SOLUTIONS* position in the marketplace.

"We have introduced our "Next Generation" of WellnessMats with a streamlined assortment, supported by an enhanced drop-ship program," says Susan Dettloff, brand director. "Our advanced polyurethane technology has remained the same with our 100% pure polyurethane, patented formula. WellnessMats contain up to 60% more volume than other mats and do not contain any of the harmful fillers, toxins, BPA's and latex materials found in others."

Last year, the company expanded their textured Linen collection of Wellness Mats with 10 new colours, as well as the imprinted Croc Collection in six colours.

Spherificator creates tiny pearls of flavour

A Canadian innovator in food prep technology, Cedarlane Culinary of Burlington, Ontario showcased the new Spherificator at the Chicago housewares show in March. By harnessing the 'spherification' technique with perfect precision, this ultimate foodie tool takes meal presentation to a whole new level.

With the new Spherificator, Mango juice becomes a delectable garnish over scallops and hot sauce turns into little balls of fire. The ingredients are endless. Even a martini can be made entirely of gin or vodka pearls. The caviar-shaped spheres will pop in the mouth for a burst of flavour. It can create up to 700 pearls per minute.



Gala raises almost \$2 million for breast cancer

The annual Housewares Cares Charity Gala this year raised \$1.8 million for the Housewares Charity Foundation. Organized by the International Housewares Association, the event was held March 4 at Navy Pier in Chicago.

Proceeds from the event benefited the Breast Cancer Research Foundation (BCRF), the HCF's legacy charity, and the James Beard Foundation, the gala's partner. Since the first gala in 1998, HCF has raised more than \$50 million and has been credited with donating more than \$29 million to BCRF.



Held annually in conjunction with the International Home + Housewares Show, this year's gala honored Wayfair co-founders Niraj Shah and Steve Conine with the Humanitarian of the Year

Award; Ulta Beauty CEO Mary Dillon with the Legacy Humanitarian Award; and Libbey executive chairman William Foley with the Lifetime Achievement Award.

Gourmet continues to grow at Las Vegas show

Las Vegas Market has announced that a dozen gift and gourmet tenants are upping their commitment to the Market with more than 10,000 square feet of relocated, expanded and renewed showrooms confirmed for the Summer 2019 Market, running July 28 to August 1.

Four current gourmet exhibitors are relocating and expanding their showrooms for Summer Market. Costa Nova, manufacturer of high-quality tableware and accessories made of fine stoneware, is nearly tripling its original space by expanding into a 1,980-square-foot showroom on C1. On C11, LeadingWare, supplier of housewares and tabletop, is expanding into a 294-square-foot showroom.

Additionally, three suppliers recently renewed leases for showrooms on the 11th floor of Building C. Renewing showrooms include: Chukar Cherries, producer of dried fruits, chocolates, and 100%-natural sauces, in 158 square feet; Sea Stones, Inc., which is part of the American Made Collective, into 3,646 square feet; and Supreme Housewares, producer of high-quality kitchenware and whimsical products, in 294 square feet.

Las Vegas Market launched its gourmet housewares, tabletop and specialty food presentation on C11 in 2015 and today the Market features more than 750 resources. For Summer Market, the Market will showcase a total of 750+ gourmet resources, with a concentration of 300 on C11, and another 450+ presented in permanent showrooms and temporary exhibits across campus. Notable Las Vegas Market gourmet resources include: Alessi; Arte Italica; Chilewich; Costa Nova; Eva Solo; Fishs Eddy; Hester & Cook; JK Adams; OXO; Riedel; Siren Song; Skyros Designs; Vitamix; and Wusthof.

Las Vegas Market has nearly 450,000 square feet of gift showrooms presented on five floors in Building C and nearly 600 temporary exhibitors in the Pavilions at Las Vegas Market. Since 2013, the gift category's growth – both for resources and attendance – has been rapid. Key gift categories at Las Vegas Market include: lifestyle, seasonal, gourmet, tabletop, personal care, fashion accessories, jewelry, stationery, kids and handicrafts.

Las Vegas Market is the leading home furnishings and gift market in the western U.S., presenting 4,000+ gift, home décor and furniture resources in a single market destination. Las Vegas Market features thousands of gift, furniture and home décor lines, allowing for cross-category commerce among these industries. For more information, visit www.lasvegasmarket.com.

Summit creates targeted programs

The Home Improvement eRetailer Summit continues to refine its programming to match what attendees say they value most about this industry forum.

The upcoming event, scheduled for November 6 to 8 at the Hotel Monaco Chicago in Chicago, is adding two tracks to its afternoon breakout sessions that focus on collaboration and finding ecommerce partners. Track 1 will hone in on content solutions, and Track 2 will delve into how to deliver better customer experiences.

Each track will offer two 30-minute sittings. Companies that provide technology or digital services and are interested in sharing their ecommerce solutions should contact Sonya Ruff Jarvis, the Summit's founder, for details about participation.

A new twist for the event will be a panel that features specialty retailers that focus on selling home-improvement products. And attendees can anticipate informed and lively opinions from industry influencers about retail, ecommerce, and the home-improvement market.

The Summit is introducing a formalized Question & Answer format after each morning presentations on the State of the Industry and Best Practices. Peter Giannetti, editor of *HomeWorldBusiness*, will moderate the Q&As to help the audience benefit more immediately from takeaway applications.

Ruff Jarvis emphasizes that by keeping the Summit independent and intimate, the event's programming is flexible enough to respond to its attendees' feedback and insights, and to couple their input with the everyday retail ecommerce experiences of its nine-person Advisory Council of industry leaders and influencers.

For more information, contact Sonya Ruff Jarvis at 203-295-3385. Visit the redesigned homepage at the Summit's website, www.etailersummit.com.

Zero waste retailing

Unwrapping the opportunities

By Candace Sutcliffe, COO/Co-Owner
CA Paradis/The Chef's Paradise, Ottawa



In 2015, worldwide plastic consumption topped 300 million metric tonnes, equalling roughly 88 pounds for every person on earth. Governments around the globe are pushing to ban single use plastics; shopping bags and straws being the obvious target. California and Hawaii are leading anti-plastic regulations at a state level in the U.S., while countries like Morocco, India and Rwanda lead the way in terms of outright banning single use plastics. The EU has vowed to ban the production and distribution of all single use plastics by 2021, including coffee stirrers, takeout containers, cotton buds and cutlery.

While the media has recently vilified straws, the synthetic plastics pollution problem extends far beyond trying to restrict a few commodity items. If you are unfamiliar with some of the devastating effects caused by synthetic plastics, I urge you to read up on the Pacific Ocean Garbage Patch. The largest of five ocean "garbage patches", it's twice the size of Texas, almost nine feet deep in some areas and contains six times more plastic than plankton (the main diet of many ocean animals.)

Zero Waste and sustainable living stores have been on a global rise for a number of years. Several concept stores are benefiting from a worldwide push to help reduce wasteful plastics and packaging in grocery, bath, body and household liquids.

The term "healthy living" now extends far beyond how we are fueling our bodies and intuitive retailers are taking note. Ikea recently launched a buy-back program, as part of their Ikea Family loyalty program, offering an in-

store credit for gently used furniture items, which then get repurposed and resold at a discounted price. While the program is mainly marketed as an environmental initiative, Ikea is also banking on the life cycle of their consumer loyalty by ensuring savvy (and mainly price preferential) Ikea customers are motivated to make an upgraded purchase through them.

Over the past few years, we have initiated similar buying events in-store with great response. Some of the more successful promotions have included a food processor trade-in sale, an upgrade your tabletop event, and a sharpen your knife drawer sale. During these periods, we ran a specific discount with an additional savings when you trade-in an equivalent item within the category. The used goods were then refurbished and donated to various charitable organizations throughout the community, who are always in need. A feel-good consumer cycle all around.

The rise in popularity of at-home-delivery services like Uber Eats or DoorDash and gourmet meal kits like GoodFood also pose a serious environmental impact. The Environmental Protection Agency has long been a critic of the rubbish created by e-commerce and it is estimated that nearly 30% of all waste in the U.S. alone is created from packaging of online purchases. This figure doesn't include the extra garbage produced by the nearly \$50 billion dollar at-home food delivery services in North America. Takeout generates a ton of waste; bags, boxes, foil or plastic wrappings, napkins, utensils, you name it. While it's idealistic to think that we can just en-

courage people to cook at home more, the reality is some nights just cry for takeout. New eco-friendly materials such as soy and corn based plastics are better since they can decompose (unlike synthetic) but they still create additional waste in landfills, forcing other materials to float away, eventually ending up in garbage gyres across our oceans.

On a positive note, recycling is steadily on the rise. But it's not a cure. Waste stems from over-production and over-consumption. There is a reason why "recycle" is at the end of the slogan "reduce, reuse and recycle". ReTuna, a Swedish shopping complex, is the first of its kind. It boasts one-stop shopping for sustainable products ranging from everyday household goods to clothing and electronics. It is also conveniently located next to a recycling facility. Unwanted goods which cannot be recycled are donated to merchants and artisans who then repair or upcycle and resell for profit. While the conceptual marketplace may seem a little idealistic, it is the true definition of innovation and sustainability by sourcing raw material from refuse.

The housewares industry has made some tremendous strides in the past few years with the popularization of reusable straws, beeswax wrap, glass storage containers and even recycled pressed paper products. We need to continue to push our eco-conscious mindset; manufacturers and distributors promoting such responsible products also need to be conscious of their packaging and shipping methods and retailers need to continue to represent better, lasting quality products. 🌱



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ON THE MENU

Beef and Bell Pepper Grilled Pizza



Beef and Bell Pepper Grilled Pizza

PREPARATION 45 minutes
COOKING 30 minutes
MAKES 4 small thin-crust pizzas

Tomato Sauce

- 1 onion, chopped
- 1 garlic clove, chopped
- 2 tbsp (30 ml) olive oil
- 1 can (14 oz/398 ml) Italian crushed tomatoes
- 1/8 tsp crushed red pepper flakes

Pizza

- 1 recipe Pizza Dough (for 4) (see ricardocuisine.com)
- 1 small red onion, cut into 1/4-inch (0.5 cm) slices
- 1 lb (450 g) beef tenderloin steak
- 2 tbsp (30 ml) olive oil
- 2 yellow or red bell peppers, roasted, peeled and cut into strips
- 16 Kalamata olives, pitted and halved
- 1/4 cup (60 ml) grated Parmesan cheese

Tomato Sauce

1 In a skillet, soften the onion and garlic in the oil. Add the tomatoes and pepper flakes and simmer gently for about 10 minutes. Season with salt and pepper. Keep warm.

Pizza

- 2** Divide the dough into four pieces. On a floured work surface, roll out each piece into an 11 x 5-inch (28 x 13 cm) oval shape to get four pizzas. Keep under a damp cloth while preparing the other ingredients.
- 3** Preheat the grill to high. Oil the grate.
- 4** Lightly oil the onion and meat. Place on the grill and cook until the desired doneness. Season with salt and pepper. Keep warm.
- 5** Lower the heat to medium. Place the pizza dough on the grill and cook for 2 to 3 minutes or until the bottom of the dough is grilled. Turn the pizza over and cook for about 2 minutes or until the dough is cooked.
- 6** Meanwhile, thinly slice the meat. Spread the tomato sauce over the grilled pizza. Cover with the onions, bell peppers and olives. Sprinkle with the cheese and top with the meat.

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Retail by the numbers

With a background in finance, and an eye for good design, Natalie Ireland is attracting new customers to Britannia two years after buying the well-established Calgary kitchen store

By Laurie O'Halloran

Burned out and fed up after years of crunching numbers, in 2015 Natalie Ireland decided to take a break from the Calgary corporate world to ponder her next step in life. She was eager to get out from behind a desk, and had always had an entrepreneurial spirit, so she started looking at businesses for sale in the area.

As a certified accountant, Natalie didn't really want to start up a brand new venture. Instead, she wanted something that was up and running, where her financial background could bring added value. Perhaps it was destiny that someone named Ireland would find the perfect solution in a store called Britannia Home & Kitchen. She took over the 55-year-old Calgary kitchen shop in January of 2017, and has never looked back.

Natalie was born and raised in Trenton, Ontario and received her college accounting diploma in Kingston before moving to Calgary in 1995. Her first job was as an accountant with a manufacturing firm, where she worked her way up to vice president of finance. During that time, she also earned her Bachelor of Accounting Sciences degree from the University of Calgary.

Ready for a change after 11

years with the company, she ventured out on her own to do some contract work for different industries, large and small. One of those clients in the IT industry ended up hiring her full-time. It was after leaving that firm that she

stumbled upon Britannia online through a business broker and it felt like the right fit for her.

Naturally, as an accountant, she did her due diligence and it was clear to see the previous owner, Heidi Krake, had managed the store very well. The books had been done by a professional, had a loyal customer base, and was situated in a lovely open-air European style plaza with plenty of parking.

Britannia actually began as a hardware store, and it was located on the other side of the street. All the locals came in regularly to buy their nuts and bolts and most of the customers today remember coming into the store as kids. It has a rich history in the neighborhood that Natalie found very appealing.

Her first month on the job was spent training with her predecessor. Natalie attended her first January 2017 gift show in Toronto, where Heidi kindly introduced her to all her regular suppliers and their sales reps. Natalie was able to quickly get a feel for the industry and the different relationships involved, as well as the incredibly



Though Natalie has put her own touch on the store, she has great respect for the former owner.

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Independent Retailer Profile



The store is situated in a European-style open air plaza that encourages browsing.

vast product range.

"I enjoy cooking and entertaining so this industry was attractive to me but I definitely didn't fully appreciate the benefits of good quality cast iron pan or a well-made kitchen utensil," she says. "I'm learning as I go along."

After she got the lay of the land, she dove right into the business. It didn't take long before she realized she needed a P.O.S. system in the store. Previous

owners had relied on simple cash registers and gut feel, but this accountant wanted to keep more accurate sales numbers and better manage inventory.

The entire operation is now computerized, and the few remaining hardware items have been removed from the shelves. Britannia is now on Facebook and Instagram and there is a monthly email campaign to regular customers. Natalie has also made several cosmetic



changes to the 2,300-square foot store, replacing the aisles with an open concept plan.

Alison Clark has worked in the store for four years, for both Heidi and Natalie, and she has been impressed with the changes made.

"Natalie has definitely applied her own style to Britannia," says Alison. "There are more open display areas, including a round table at the entrance that welcomes customers. The store is more streamlined – we even use an iPad at the checkout. We are in a plaza that encourages browsing, and we are seeing new customers come into the store all the time and they like what they see."

Natalie has hired a couple of new employees who have been great additions but still does all of the buying herself. "When I took over I was very fortunate because there was already a good staff in place," she says.

Britannia is a happy place to work, and Natalie has worked hard to make it so for the staff. The team genuinely enjoys working together, regularly bringing in treats and celebrating milestones. "I want this to be a good place to work," she explains. "I want my staff to know how much I value their opinions and merchandising skills."

Natalie sees that her customer base is changing but she also recognizes that many people have been coming into the store for years and they expect a certain comfort level as well. She tries to balance both sides, with a welcoming environment offering fresh new products that are rotated regularly.

"People still want to shop in stores. You can't replace walking into a store and talking to someone about a beautiful piece of cookware," she says. "People still want to touch and feel products, especially culinary products. If you're a cook, it's a good feeling to be in a kitchen shop."

Buying those products, and dealing with so many different distributors in this business, however, has turned out to be more complicated than expected.

"I was, and still am, surprised by the complexity of all the sales rep/manufac-

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Independent Retailer Profile



turer/vendor relationships," she explains. "For example, one sales rep might represent six different lines or distributors. One of those distributors might represent a dozen different manufacturers, and so on. Additionally, all of the nuances involved in how you order from each one, which discounts apply when, which levels offer free freight, minimum orders, varying payment terms, etc. This was all a surprise and seems far more complex than any other industry I've worked in. One of these days I'll build a big matrix of how it all works!"

Despite the complicated structure, her sales reps have been impressed with how Natalie has adapted to the industry. "Natalie is wonderful to work with and has a great business sense," says Brenda Poffenroth, Alberta territory manager for Port-Style and Portmeirion. "She has done an amazing job coming from the accounting side of things to the retail side."

With two full years and many upgrades behind her, Natalie is now starting to see the financial fruits of her

labour. The first year was a learning curve, last year they stayed the course, and this year she expects to see big gains. Although her success is no surprise to those who know her well, Natalie does admit some of her friends and family were initially dubious about her



Natalie has a great eye for colour and creates enticing product displays.

decision to buy a bricks and mortar store. But coming from a business background, they were confident she had a good sense of what she was doing. She wanted a dramatic lifestyle change, and that's what she got.

"It's a challenging industry," she says, "but I do think it can provide you with a good living, an enjoyable living. What more do you need?"

Comfortable in her new retail role, Natalie's goal for the years ahead are simply to increase margins wherever possible and stay on top of the latest technology trends so she can increase Britannia's online presence.

No longer stressed, Natalie spends 16 to 24 hours a week in the store, and another 12 working from home. Her son often helps out with inventory, and her husband is handy when it comes to assembling store fixtures, making Britannia a true family affair.

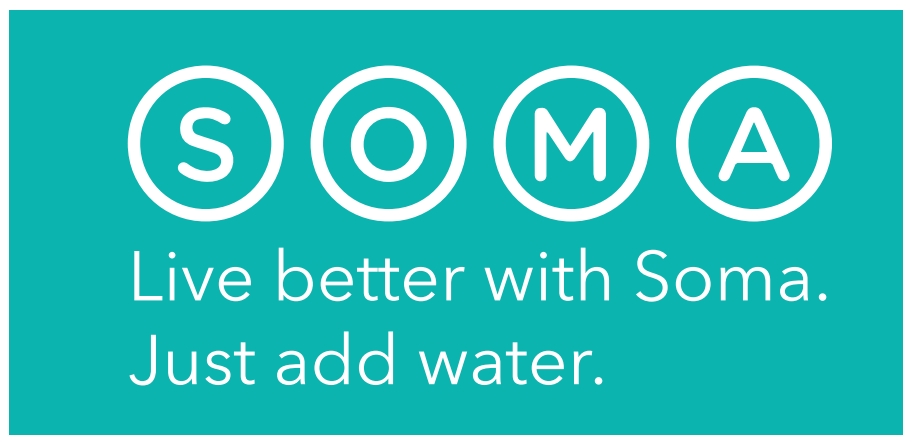
It's the ideal work/life balance she was seeking. When asked if she has any regrets about making such a drastic career change, Natalie says she has only one – that she didn't do it sooner. 🐰



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Making coffee

What's new in coffeemakers, espresso machines, grinders & more

The Canadian coffee and espresso market – an evolution in taste

By Dave Adamchick, Account Manager, Home
The NPD Group

The Canadian coffee maker market is quite robust. Over the last year, Canadians purchased nearly two million electric coffee and espresso machines. While the total market dollar growth has slowed to +4% compared to +8% the year prior, the unit growth of the espresso market has maintained +8% for the last two years.

Additionally, dollars have grown double digit percentages for the last 2 years – therefore average prices are growing. This mix shift towards espresso means that overall Canadians are willing to spend more for their home coffee/espresso brewing. What is driving this?



I feel that one factor is taste – some consumers are starting to choose espresso rather than drip coffee for many factors. As the market develops, consumer tastes are evolving as well. We've seen the introduction of machines that bridge the gap between coffee and espresso, such as the machines in the Nespresso Vertuo ecosystem, which in our tracking reside in single serve coffee, because they don't use steam/high pressure to brew but can make either a single serve espresso or coffee beverage.

In some households, machines that can do both maintain harmony between people with divergent preferences. In the last three years, over 114,000 of these higher priced machines have been sold by retailers we track, and there is significant add-on direct business. For many, this is a first introduction to espresso drinking at home. That is the primary goal of the espresso marketing today – getting consumers to try it.

Espresso has always been stronger regionally in Quebec and Toronto due to European cultural influences, but now that espresso is more broadly available, more consumers are enjoying it at home, and buying higher end traditional machines. Sales of non-pod espresso machines have grown double digit percentages in both dollars and units for the last two years. Additionally, coffee grinder sales have been growing units and dollars for the last two years as well – an indication that consumers are electing to use fresh ground coffee at home at an increasing rate. I would expect to see this trend continue. Consumers' tastes are still evolving in the coffee market, and products to help them explore that will do well.

Espresso has always been stronger regionally in Quebec and Toronto due to European cultural influences, but now that espresso is more broadly available, more consumers are enjoying it at home, and buying higher end traditional machines. Sales of non-pod espresso machines have grown double digit percentages in both dollars and units for the last two years. Additionally, coffee grinder sales have been growing units and dollars for the last two years as well – an indication that consumers are electing to use fresh ground coffee at home at an increasing rate. I would expect to see this trend continue. Consumers' tastes are still evolving in the coffee market, and products to help them explore that will do well.

Source: The NPD Group / Retail Tracking Service – data 12ME Feb'19



The Z8 from **JURA** (shown on our cover this month) is the world's first automatic coffee machine for the home with a one-touch Americano function. It uses a special preparation method to additionally combine the coffee with hot water during the extraction process, resulting in full-bodied, deliciously light specialties. The Pulse Extraction Process facilitates the development of flavour for ristretto and espresso. Coffee trend specialties are easily created thanks to fine foam technology and the automatic switching from milk to milk foam. Operation and the selection of one of the 21 different specialties takes place intuitively, thanks to self-explanatory graphics on a high-resolution 4.3-inch touchscreen colour display. If desired, Smart Connect enables the machine to be controlled via the free JURA Coffee App. And thanks to RFID technology, the CLEARYL water filter is detected automatically.



Powerful and silent, the Hush Krush grinder by **Krups** combines superior performance with a 3X reduction in noise levels. It features a removable stainless steel grinding bowl, push button activation switch and precision grinding blades. The double wall lid design allows for clear viewing of ingredients inside. It can hold up to 90 grams of coffee.

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Making coffee



Barista promises better coffee with a new technology involving a twist press. The unique Twist and Press coffeemaker from **Port-Style** produces high quality coffee in as little as 20 seconds. A simple twist motion presses concentrated coffee into the cup. Easy to store and stylishly designed, it's the perfect accessory for any specialty coffee lover. It will be available this summer.



The Element 12-cup coffeemaker from **T-fal**, shown left, has both a 24-hour delay function and auto-shut-off feature. The flavour is adjustable – regular or bold. It can brew up to 12 cups or just one cup using the small batch function. It comes with a gold tone permanent filter and a large water level window. The pause and serve function lets users serve a cup of coffee while it is still brewing. The keep-warm function can keep coffee hot for up to two hours.

Hamilton Beach is launching the FlexBrew 2-way thermal single serve coffeemaker, top. It lets users brew a full 10-cup pot of coffee in a thermal carafe or make a single cup using a K-cup pod. Also new is a Front Fill 12-cup coffeemaker with removable reservoir, above. The side access makes it easy to refill and a programmable clock sets brew time and temperature. The new Hamilton



Beach stainless steel cordless milk frother, left, features a detachable clear lid, blue and red indicator lights and auto shut-off.

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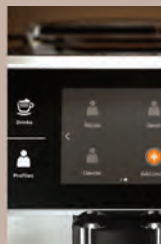


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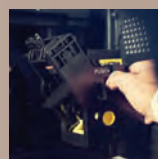
Proven hygiene of milk system with steam



No descaling for up to 5,000* cups

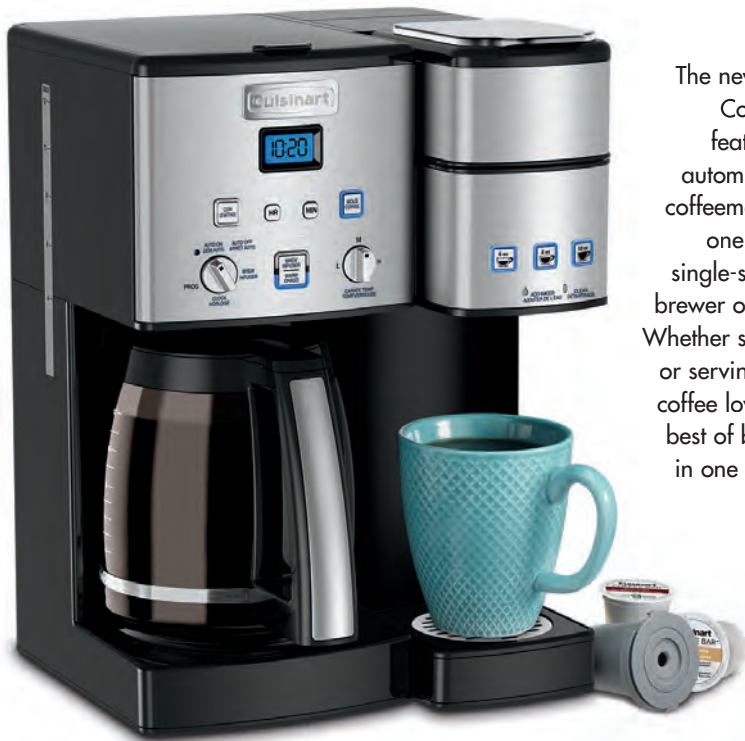


Ceramic grinders guarantee consistent performance for 20,000 cups



Removable brew group for effortless maintenance

Making coffee



The new **Cuisinart** Coffee Centre features a fully automatic 12-cup coffeemaker on the one side and a single-serve K-pod brewer on the other. Whether sipping solo or serving a crowd, coffee lovers get the best of both worlds in one easy-to-use appliance.



For morning coffee, afternoon tea or evening hot chocolate, these Stoneware mugs from **Le Creuset** have a sophisticated, minimalist design. Each set includes four mugs of the same colour.



The Cafe coffee tin by **Now Designs**, top, has a retro feel with a bamboo lid and silicone seal to ensure freshness. The Contour Pour-Over coffee set, above, makes freshly-brewed coffee with a ceramic pour-over filter and choice of mug or pot. A matte black glaze gives it a contemporary look. Also new from Now Designs is this Alpine Heritage Mug. Shown below, it's sure to bring back fond memories of days spent on the slopes.



These charming Double Heart cappuccino cups from **Intercontinental Mercantile** come in a boxed set of two cups. With a double layer of borosilicate glass, the liquid appears to be 'floating'. It also creates a thermal effect to keep drinks hot or cold.



Capresso



Ultima PRO

A self-tamping portafilter and programmable cup buttons make it easier than ever to brew your favorite coffee specialties with the Capresso Ultima PRO Espresso & Cappuccino Machine.

Features and Benefits

- 15 bar pump provides optimal pressure for rich crema, the thin layer of foam that is the mark of a perfectly brewed espresso
- Programmable cup sizes for 1 or 2 espressos
- Heavy-duty construction with polished stainless steel accents
- Illuminated icons for ease of use
- Large, self-tamping portafilter with two included 58mm sieves for 1 or 2 cups
- Illuminated buttons
- Powerful frothing wand for latte and cappuccino
- Stainless steel lined heating element
- 34-oz. removable water tank
- Hot water function for Americanos or tea
- Easy to clean removable drip tray with overflow indicator
- Automatic shut-off after 30 minutes
- Coffee scoop included
- Integrated storage space for accessories

Performance,
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and Reliability



SG300 12-Cup



ST300 10-Cup



MG900 10-Cup



TEAM PRO Plus Thermal



TEAM PRO Plus Glass



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Making coffee

This trio of double-walled insulated mugs by Soma come with leak-proof, bamboo lids that allow users to travel with ease. Distributed by **DanESCO**, the double-wall insulation keeps liquids hot while the ceramic provides a pure, natural taste. They come in white, mint or black.



A great example of Art Deco, the iconic Bialetti Moka Express has a unique design that has been improved over the years in order to make this true Italian coffeemaker smart and elegant. Distributed in Canada by **Bradshaw Housewares**, the Moka Express remains an undisputed symbol of "Made in Italy" style and quality. Over 300 million pieces have been sold worldwide. The exclusive patented Bialetti safety valve is easy to check and clean.



Also from DanESCO, Chalet Chic canisters by Natural Living are available in three sizes. They are ideal for storing coffee, and keep contents fresh thanks to the silicone seals. The acacia wood lids and embossed porcelain body make them attractive enough to keep on display.



Peugeot reinvents the classic mechanical coffee grinder with Kronos, the first contemporary coffee product in the company's line. The Kronos offers 43 different grind settings, catering to the popularity of craft and slow coffees. Highly practical, it has an easy, intuitive grind adjustment and an ultra-efficient mechanism. It also features a stainless steel wheel and bowl. The design celebrates the French watchmaking industry that originated in Franche-Comté, where the Peugeot adventure began.



Making coffee

The Jumbo Java coffeemaker from **Salton**, below, brews 14 cups of coffee and features a programmable timer that makes it perfect for entertaining a group. Designed



with stainless steel accents, it also offers a keep-warm and pause 'n serve function. Salton also appeals to the traditional coffee enthusiast with this cordless percolator below. It brews four to 10 cups of robust coffee and shuts off automatically after two hours. The reusable brew basket eliminates the need for paper filters. This stainless steel percolator also offers a cool-



touch knob, drip-free spout and a convenient keep warm feature.

This spring, Salton is launching the Smart grinder, below. It grinds coffee or spices to the perfect coarseness in four easy steps. Simply fill the bowl, select the

number of cups, choose the coarseness level, and press start.

The precision timer ensures ingredients are ground uniformly without burning. It has a 12-cup capacity and three grind settings.



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TEA TIME

What's hot in kettles and tea brewers



Demonstrating simplicity at its finest, this **Salton** cordless kettle heats faster than a microwave. Just add water and flip the switch to boil in seconds. The kettle switches off automatically when it's finished boiling. It's available in black or white.



Salton's tea-steeping kettle, above, can be used to boil water and steep tea at the exact temperature required. The seven pre-set temperatures adapt to a variety of teas; from oolong to chai, herbal to black. The 360 degree swivel base with cord storage allows for convenient serving and a clutter-free counter. The LED lights change as the heat rises to indicate the water temperature, providing the perfect cup of tea.

Whether heating water for afternoon tea, making hot cocoa before bed, or filling a French Press for morning coffee, the View-Pro electric cordless kettle from **Cuisinart** is always ready. Boasting 1500 watts of power and a stylish glass body, the kettle brings up to 1.7 litres of water to a boil at the push of a button.



The **Hamilton Beach** 1.7 litre variable temperature kettle has six one-touch temperature settings that correspond to the ideal temperature for a variety of teas, plus French Press coffee. It also offers a keep warm function that maintains temperature for 30 minutes and auto shut off with boil dry protection. A soft blue light indicates hot water is on the way.



'Otto' combines sophisticated matte black with gold accents to provide elegance for the stovetop. The Otto kettle from **Port-Style** is both practical and stylish. It has a 2.5-litre capacity and a soft touch handle for easy lifting. The body of the kettle is made of high-quality stainless steel, with a heat resistant exterior coating. The convenient quick flip cap whistles as soon as the water has boiled.



This Typhoon kettle is part of the company's Living Collection. It's both practical and beautiful with the soft pastel colours of cream and blue. The Typhoon Living kettle is generously sized with a 2.5-litre capacity, and it's equipped with a soft touch handle for easy lifting. The body of the kettle is made of high-quality stainless steel, with a heat resistant exterior coating and whistling quick flip cap. From Port-Style.

TEA TIME



The contemporary Soleil kettle from **T-fal**, left, has a 1.7 litre capacity and convenient hinged lid. It's part of the new Soleil breakfast collection. The cordless unit features boil dry protection, a concealed heating element, removable water filter, illuminated on/off button and automatic shut-off. Also new from T-fal, this large stainless steel cordless kettle is part of the Element collection, and is available in two sizes. Shown right, it's designed to reduce scale build-up and has an attractive brushed finish. It also features a removable filter, boil dry protection, a concealed heating element and automatic shut-off.



The modern design of **Le Creuset's** Kone kettles brings a stunning new look to both traditional and contemporary kitchens. They are suitable for all heat sources, including induction. These kettles are crafted from premium carbon steel and finished with a vibrant, chip-resistant porcelain enamel. Available in two Le Creuset hues, Sage and Meringue, shown above.



This Farberware 2.5-quart plated stainless steel kettle from **Accent** has a striking iridescent finish and a whistle spout to signal the water reaching a boil. The handle features a trigger mechanism that can be operated with one hand to lift the whistle for safe and easy pouring. The wide-opening lid removes for easy filling and cleaning.

Farberware's 2.5-quart copper plated kettle is constructed from superior quality stainless steel with a striking copper plated finish and a whistle spout. The handle features a trigger mechanism for one-handed use and easy pouring. A wide-opening lid removes for easy filling. Safe to use on gas induction, electric and glass cooktops



The new **Cuisipro** Buydeem Mi-Pot brew cooker is a 9-in-1 multi-functional tea maker and stewing pot. It has nine built-in programs with a stew pot and an interchangeable tea basket and stainless steel diffuser. Made of German Schott Duran glass, it has a 1.5 litre capacity.

the Smart Oven™ Pizzaiolo

WORLD FIRST*

750°F

Neapolitan-style pizza
in just *2 minutes.*



Element iQ® System

Steers power to where & when it's needed to create the ideal cooking environment.



the Smart Oven™ Pizzaiolo

- Element IQ® technology.
- 7 presets and a manual mode.
- 12" pizza capacity.
- Conductive heat for base char control.
- Radiant heat for leopard spotted crust.
- Convective heat for baked toppings.
- Brushed stainless steel.
- 1800 Watts.

BPZ800



the Smart Oven™ Air

- Element IQ® technology.
- Super Convection for Air Fry.
- 13 preset functions: toast, bagel, broil, bake, roast, warm, pizza, proof, air fry, reheat, cookies, slow cook and dehydrate.
- 9-Slice Toaster, 13" Pizza, 9" x 13" baking pan, 12-cup muffin tray, 14-lb turkey.
- PID temperature control reduces overshoot for precise and stable temperatures.
- Brushed stainless steel.
- 1800 Watts.

BOV900

Which appliance is for you? See smartovens.breville.com to find out.



the Smart Oven™ Pro

- Element IQ® technology.
- 10 Preset functions: toast, bagel, bake, roast, broil, pizza, cookies, reheat, warm and slow cook.
- LCD countdown timer up to 2 hours.
- Non-stick coating for easy cleaning.
- Interior light.
- Brushed stainless steel.
- 1800 Watts.

BOV845



the Smart Oven™ Compact Convection

- Element IQ® technology.
- Convection Powered, an inbuilt fan that circulates the hot air within the oven.
- 8 Preset functions: toast, bagel, bake, roast, broil, pizza, cookies, and reheat.
- 4-Slice Toaster, 12" Pizza.
- Brushed Stainless Steel.
- 1800 Watts.

BOV670



the Mini Smart Oven™

- Element IQ® technology.
- 8 preset functions: toast, bagel, bake, roast, broil, pizza, cookies, and reheat.
- 4-Slice Toaster, 11" Pizza.
- Brushed Stainless Steel.
- 1800 Watts.

BOV450

*Domestic countertop pizza oven.

Breville®
Master Every Moment™

Bottoms up!

This striking new bar collection from **Danesco** offers more options for consumers to celebrate a variety of occasions. The stainless steel set include four Muler shooters, a stemmed goblet and a stemless wine glass.



Intercontinental Mercantile is introducing an Artisan Craft Beer tasting set. The six-piece shatter-resistant set includes three specialty glasses and three leather coasters. The custom shapes are designed to enhance the beer's texture, balance and flavour.

Edenborough is the Canadian distributor for the Caus and Mary Square lines of double walled, insulated stainless steel beverage ware. Shown are the

Tropical mix 24-ounce large tumbler, left, and the lovely Watercolour Flowers wine tumbler, below, both by Mary Square. A portion of all profits are donated to global charities that help provide safe drinking water.



LSA International has expanded the Coro collection to include three new skus. The hand painted collection now features a large tumbler, balloon glass and beverage carafe with cork stopper, above. Packaged in a beautiful gift box, Coro comes in three assorted colourways: cool Lagoon, refreshing Leaf and rich Berry. Available from **David Shaw Designs**.



The Prosecco Grand Serving Set by LSA makes an ideal gift. The set includes a bucket for chilling prosecco, a segmented dish for serving nibbles and six hollow-stemmed flutes, each hand-decorated with a spiral of clear glass. Available with photographic packaging from David Shaw Designs.

Bottoms up!



Final Touch Titanium-reinforced crystal glasses from **Product Specialties** are perfect for whiskey. By rotating the glass on its side, it creates a natural liquid motion to increase the aromas.



Ricardo offers a range of Tritan drinking glasses with a new hammered design, left. Available in sets of four, the martini and wine glasses are extra durable for daily use. They're lightweight, shatter-resistant and can go in the dishwasher without losing their crystal-like shine.

Share snacks... not germs!

snak carafe

Ban-the-bowl
with Snak Carafe...

Your hand isn't in the treats...
the treats are in your hand!
Enjoy snacks hygienically!



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Water ways

Caus is a new line of stainless steel drinkware that donates 25% of all profit to charities to promote positive change throughout the world. The water bottle, right, is available in 12 colours and patterns. Each double walled bottle features a thick, 18/8 stainless steel finish that is sweat-free. An icon representing each charity is etched on every product. Available from [Edenborough](#).



Soma hydration bottles from [Danesco](#) are designed for hands-free transport. Available in four colours, they are made from shatter-resistant borosilicate glass with an easy grip silicone protective sleeve and leak-proof bamboo cap.



The [Ricardo](#) ice cream maker can turn fruit and water into a delicious slushie in just 20 minutes. It features a fully automatic, programmable timer control that shuts the machine off automatically once churning has been completed. A wide opening on the lid makes it easy to add ingredients without making a mess. It has a brushed stainless body and non-skid feet.



GoBottle is a personal hydration system featuring an assortment of drink bottles designed to travel wherever refreshment is needed to support an active lifestyle. Available from [Bradshaw Housewares](#), the line takes a clean, contemporary approach to merchandising. Each bottle tells a story about itself with attitude. The GoBottle Flip Sip, shown, includes a leak-proof straw for those times when you're stuck in traffic but need to stay hydrated. It features an integrated soft grip handle that allows for single handed drinking and a wide mouth that fits ice cubes. Made of durable, BPA-free plastic with a no-leak lid.

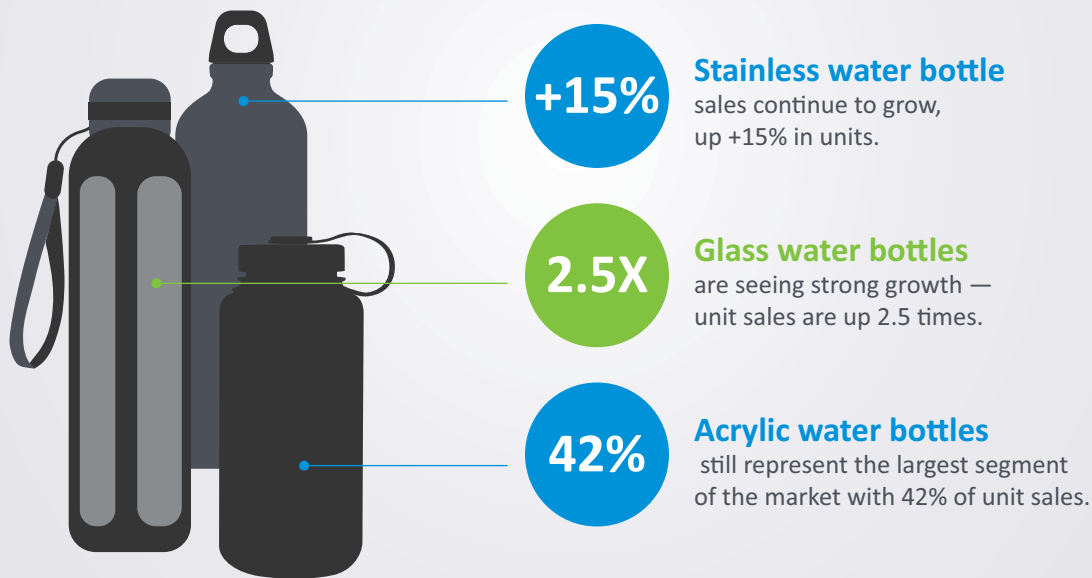


This "Best Day Ever" Roam double walled stainless steel water bottle keeps liquids cold for 24 hours and hot for 12 hours. The wide mouth features a bamboo lid that makes it easy to fill. The steel handle makes this canteen-style bottle perfect for outdoor adventures. Available from [Now Designs](#).



The Shift Toward Stainless and Glass

Do you understand the shift toward health and wellness in Canada? It's a trend we're watching closely. In the small appliance industry we're seeing a move to stainless steel finishes, as well as shifts to stainless steel and glass in portable beverage ware and kettle vessels, and away from plastics. **Here's a closer look.**



Over half the electric kettle unit volume is now glass or chrome/stainless steel material models, and these are the only materials growing unit volume YOY.



With reliable weekly data and expert insight about exactly what's happening in housewares and small appliances, you can determine the size of your opportunities, react quickly to changing market conditions, and get a clear view of consumer preferences.

Source: The NPD Group/Retail Tracking Service, 12 ME February 2019

Get more insights like this. Visit npdgroup.ca/go/housewares or email peter.bassani@npd.com.



Frankfurt sees more growth

From the rosy tableware to the sparkling costumes of the Bollywood-style dancers, Ambiente was awash in shades of pink and red and coral – Pantone’s colour of the year. With India as its partner country this year, the world’s leading trade fair for consumer goods in Frankfurt attracted a record number of trade visitors from 166 countries. They came to get a sneak preview of the key design and product trends that will infiltrate our marketplace in the year ahead.

This year, housewares buyers needed good walking shoes. Covering 306,500 square metres, the Frankfurt fair is always a massive undertaking. But with kitchenware and storage now situated in the brand new Hall 12, as well as Hall 1 and Hall 2 on the other side of fairgrounds, retailers had no problem hitting their 10,000 steps a day on their Fitbit!

In total, the 2019 fair featured 4,451 exhibitors from 92 countries, all of whom revealed the design trends for the coming business year. A truly international event, 85% of all exhibitors came from outside Germany. Ambiente was visited by 136,000 buyers from around the world, resulting in an increase in attendance over 2018 and a very upbeat atmosphere in the halls. Significantly more exhibitors reached their targets for the trade fair this year, making more contacts than the year before.

During the fair, 11 companies were celebrating milestone anniversaries and the Ambiente team found time to recognize them. “Our exhibitors have been successful for many years now, and so we want to celebrate with them,” says Nicolette Naumann, Vice President Ambiente. Each company was given a special gift by Naumann’s team and master pastry chefs from Frankfurt created unique cakes for each based on their product lines and logos.

Pillivuyt had their 200th anniversary, while KitchenAid, Mertens, Fackelmann, Kaiser Backformen and Brabantia were celebrating centenaries. Also, Berghoff Worldwide were celebrating their 25th anniversaries, Cor Mulder and J. Kersten their 50th, Lenox their 130th, and IKO-Import Klaus Otte their 40th anniversary.

The next Ambiente Frankfurt Fair will be held February 7 to 11, 2020. For more details, please contact Neeta Correa at neeta.correa@canada.messefrankfurt.com



PRETTY IN PINK AND GOLD



Vendors capitalized on Pantone’s Coral colour of the year with plenty of pink tableware, complemented by gold, bronze and copper accessories. Shown above, Nonna Peppy pink and black dinnerware; Tin Parade matte gold napkin wraps, copper serveware, Ambiente trends display.

Ethical style - Organic living



Organic materials and sustainable designs were key components at Ambiente as exhibitors showed a range of environmentally-friendly products as part of the Ethical Style initiative at the fair, above. Unique shapes defined many tableware introductions, including this nesting dinnerware in white from ASA, right, and these sleek ceramic teapots with a matte finished from Bucci.



Cute and creative ideas for the kitchen

Fill a diffuser with herbs and let Hike Mike, below, scale the side of the pot to act as an anchor. Right, handcrafted in Germany, hot water bottles from Dorothee Lehnen feature adorable animals. Bottom, white porcelain bowls that make a statement from Fiftyeight Products.



This decanter from Zieher uses the rays of a centric Star to gently animate oxygen so it is mildly folded and integrated into the wine.



The focus was on home innovation in Chicago

Coming off another successful year, many housewares executives believe the industry is in a good position to weather whatever challenges come our way in 2019. The March International Home + Housewares Show reflected this positive outlook and received rave reviews from visitors. The show was sold-out with 2,205 exhibitors from 43 countries and had a focus on influencers/bloggers, smart products and the specialty beverage movement.

“Over and over we heard from exhibitors that the quality of the buyers

and attendance of key retailers was the best in years. Senior-level attendance from both retailers and suppliers was particularly strong,” says Derek Miller, president of the IHA, which owns and operates the Show.

“The high quality of senior retail leaders and buyers attending the Show allowed us to be extremely collaborative and has resulted in ongoing communications that no doubt will advance our business in the year to come,” says IHA’s Canadian chairman John Collins, president of Neatfreak.

It was also the last show to be called “International Home + Housewares Show,” as the International Housewares Association is renaming the event in 2020. (See sidebar on facing page.)

Following 122 shows and 15 years after being renamed “International Home + Housewares Show,” IHA’s premier marketplace is being rebranded to “The Inspired Home Show, IHA’s Global Home + Housewares Market” next year. The new name – and March 14 to 17 dates – were well-received by buyer and exhibitor attendees as the Show moves to a more lifestyle-focused event.

The 2019 show began early on Friday, March 1 with the inaugural “The Inspired Home Influencer Conference,” bringing more than 145 high-quality social media influencers and bloggers to McCormick Place for educational sessions and speed-dating with more than 100 exhibitors. The influencers then stayed for the show and were impressed with the brands they could partner with to bring product information to the consumer.

The focus on smart and connected products continued to grow with expansion of the IHA Smart Home Pavilion; three days of educational programming



at the Smart Talks stage; and the addition of a display by b8ta, a “retail as a service” model designed to bring emerging technologies to market by making physical retail accessible to everyone.

The specialty beverage movement was spotlighted in the *Trending Today Preview* held before the show opened Saturday morning and in a special exhibit in the Wired + Well Expo. “A Celebration of Coffee” featured coffee-making products and accessories along with demonstrations and educational sessions from Counter Culture and the Specialty Coffee Association.

“We are moving into a consumer-centric period of retail,” said Tom Mirabile, IHA’s consumer trend expert during his keynote address on top trends for 2019. “At the end of the day, it’s all about what the consumer wants, how they see themselves and how we can create solutions for them.”

The buzz-worthy themes seen at the show included:

- Products that allow consumers to express their own personality and tastes. This includes smart home products that can be customized to their personal needs, items to help make specialty beverages and DIY kits for everything from bourbon to vegan cheese.
- Bathleisure, which takes its cue from

IHA honours top product designers

Thirteen housewares suppliers were honored as Global Honorees of the IHA Global Innovation Awards (*gia*) for product design during the gala *gia* dinner on the first evening of the Chicago Show.

The Global Honorees are:

Bath + Personal Care: Easy Reach

Cleaning: Fusionbrands BendItBrush

Cookware: IPAC Panboo, Casserole

Home Décor + Gifts: Sagaform, Hold Adjustable Vase

Home Organization + Storage: Stasher, Stand-Up Stasher

Household Electrics: Gingko Electronics, Octagon One Desk Light

Kitchen Electrics: Galanz Americas Limited Company, ToastWave oven

Kitchen Tools + Cutlery: Dreamfarm, Ortwo, Grind One-Handed or Two

Kitchenware: Mastrad, m°control

Personal Care: IQAir North America, Atem Personal Air Purifier

Pet Products: IRIS USA., Cat Litter Box

Smart Home: ETEKCITY, Levoit Willow True HEPA Air Purifier

Tabletop: Magisso, Visibility Bottle

the athleisure trend by elevating the bathroom to a spa-like retreat.

- The bathroom as the next smart home frontier.

In addition, several product categories seem ready to explode based on the number of companies introducing their versions at the show. They include:

- Products to improve home air quality (purifiers, diffusers and humidifiers)
- Countertop multi-cookers
- Air fryers
- Eco-friendly straws in a variety of colors and materials. Many offer additional features, such as carrying cases and cleaning brushes.

Leatrice (Lee) Eiseman, executive director of the Pantone Color Institute and

IHA's colour expert, presented her annual colour forecast keynote at the show. A wide range of hues from the Pantone forecast are usually found in housewares, appealing to different customer segments. This year, robin's egg blue appeared the most, followed by pastel-like shades of mint green, light coral, pale pink and lemon yellow. Living Coral, Pantone's 2019 Color of the Year, was also prominent. Mixed materials were also found in many products, including several eco-friendly materials such as aprons made from recycled plastic, reusable food wrap made from beeswax and storage baskets from a new material called cellulose nanofiber.

Other keynote sessions featured a panel of grocery retailers and suppliers exploring how that channel can capture its share of consumer housewares spending and Erika Sirimanne of Euromonitor discussing how hyper-connectivity impacts consumer behavior and how digital disruption is transforming housewares retail. In addition, the Innovation Theater offered 21 presentations on the smart home and connected products, global consumer trends and omnichannel marketing.

The Inspired Home Show, IHA's Global Home + Housewares Market, will be held March 14-17 at McCormick Place, Chicago. Registration and show details are available at TheInspired-HomeShow.com and Housewares.org.



Jeff McLaughlin, Vice President of Sales for Trudeau, right, with his son Mitch, who is now National Account Manager for Trudeau. Mitch was formerly an independent sales agent.



Gisela Mussen of Euro-Line Appliances shows off the beautiful new SMEG line by renowned Italian designers Dolce & Gabbana.



Wusthof unveiled a stunning, modern new look for their exhibit at the Chicago show.



Lorenzo DiDonato stands next to Jura's new cutting edge coffee machine, the Z8.

**THE
INSPIRED
HOME
SHOW** IHA's GLOBAL HOME +
HOUSEWARES MARKET

IHA INTERNATIONAL
HOUSEWARES
ASSOCIATION



A new name and a new look for 2020

The International Housewares Association is changing the name of the International Home + Housewares Show to The Inspired Home Show, IHA's Global Home + Housewares Market in 2020. It's all part of the Association's expansion of The Inspired Home platform.

"We started with a blank canvas to develop a name and brand that would set the right tone for the industry, positioning our show for the future," says John "JC" Collins, president of Neatfreak and 2019 IHA chairman. "In the end, we leveraged our existing consumer brand, The Inspired Home, extending it to the trade as we found a clear convergence between product suppliers, retailers and consumers through lifestyle branding."

This is not the first time that IHA has changed the name of its annual event to align with dynamics in the industry and with the consumer. Until 2003, the event was known as the "International Housewares Show," changing to the "International Home + Housewares Show" in 2004 to reflect a scope beyond individual products.

The Market will have an updated look that is closely aligned to The Inspired Home consumer platform, incorporating lifestyle imagery and classic colours. It will remain a trade-only event with a "five expos in one" format located in three halls at McCormick Place.

Oh Canada!

Over 300 buyers, retailers and vendors packed the ballroom of the Intercontinental Hotel, right, on March 3rd for Canada Night. The annual party for Canadians, held during the Chicago housewares show, featured specialty Bloody Caesar drinks and lively entertainment from the Chicago Columbia College Jazz Duo.



A very special thank you to Nicole Gamble of the Canadian Hardware + Housewares Association who did a fabulous job organizing her first Canada Night solo.



Trudeau president Anne Marie Trudeau with Jon Cooperman of Canadian Tire.



Alana Austin, left, Bobby Eskandari and Jennifer Barr from Best Buy Canada.



Entertainment was provided by the Chicago Columbia College Jazz Duo.



Rick Fielden of Salton with, Tammy Wallace, the new housewares buyer for Home Hardware Stores.



From Staples Canada, Gail Turner and Allan Veitch.

Social Scenes



Left to right, Victoria Seng and Alison Fletcher of Cookery in Toronto (who is about to open her third store) and Berni Gelinas from Kitchen Widgets in Sarnia.



Barb and Tom Lockert of Lockert Distributors have been regular attendees at Canada Night for many years.



Canada's 2019 Global Innovator Award honourees from G. D'Aoust & Cie included Richard-Claude Belanger, left, Diane Paquet and Philippe D'Aoust.



Dave Emerson of Gesco with Karolina Waterhouse of Corelle Brands.



Canada Night treasurer Roger Smith of United Sales and Marketing and chair Laurie O'Halloran of Home Style.



Jogi Sudnik and Hopeton Lyle of Jolanta Interiors/Jogi's Imports.



The buying group from Linen Chest included, left to right, Catherine Faisans, Gino Andreoli, Chantal Robert and Tori Schofield.



Representing the Danby Products Company, a Canada Night sponsor, were Kristen Murphy, Stephanie Standen, Cory Weirmier, Tom Harman and Mike Schulz (far right).

Social Scenes



First time sponsor (but long-time attendee), Steve Krauss of Breville is shown with Kathy Rutt of Linen Chest.



Katherine Samuel of Port-Style Enterprises, centre, catches up with Tom Bogart and Jill Willcox of Jill's Kitchen in London, Ont.



Rick Simpson of Hamilton Beach with Wendy Brown of Galanze, left, and Lisa Waddleton of Hamilton Beach.



Always smiling, John Newton of Ventures International with his new sales manager Catherine VanSchaik.



Jerry Cayne, a supporter of Canada Night for three decades, with Laurie O'Halloran of Home Style.



Damien Court and Tania Henderson, both of Breville Canada.



Jason Hutton of Salton Canada, a Canada Night sponsor from the start, is shown with Rosy Loewith of Rivet Sales.



Proving it's a tight-knit industry, Tim Dykeman of Jascor, left, joins Nadia Eremita of Spectrum Brands, who was his former colleague at Canadian Tire. She is now working with Lyndon Madden, right, who was formerly with DeLonghi Canada.



Craig Hamilton of iDesign catches up with Alex Barzan of Salton. Both were former sales reps with Trudeau.

GIA honours the world's top retailers

The International Home + Housewares Show and International Housewares Association honoured 30 outstanding housewares retailers from 29 countries around the globe with a *gia* award at the March show. The *gia* program was created by the IHA, along with trade magazine sponsors, to foster excellence in home and housewares retailing. Since the launch in 2000, there have been more than 430 *gia* retail award winners, from 47 countries on six continents. *Home Style* has been the sponsor of the Canadian retail winner from the start.

The 2018/19 national *gia* winners were:

- Argentina – Interio
- Australia – Jumbled
- Austria – Manufactum
- Brazil – Tania Bulhões
- Canada – G. D'Aoust & Cie**
- China – LivingKitchen
- Colombia – Cachivaches
- Denmark – Bahne
- France – Shoji
- Germany – S-Kultur
- India – Ajmal Bismi Enterprise
- Ireland – Arboretum Home and Garden
- Italy – Abitare Baleri
- Japan – Futako Tamagawa, Tsutaya Electrics
- Mexico – Liverpool
- Middle East, United Arab Emirates – THE One
- Netherlands – La Cuisine
- New Zealand – Città
- Poland – 9design

- Portugal – Pollux
- Russia – Glediz
- Southeast Asia / Vietnam – Kitchen Art
- Spain – Gadgets & Cuina
- Sweden – Iittala Rörstrand Store
- Switzerland – Elsasser-Peter
- Turkey– Porland
- United Kingdom – Potter's Cookshop
- Uruguay – Sobremesas
- USA: Gift – Absolutely Fabulous
- USA: Housewares – Artichoke

All national winners were featured in the *gia* showcase in the Hall of Global Innovation in the Lakeside Center Lobby. Banners for the honoured retailers were seen in the walkway of the Grand Concourse.

At the gala dinner, the top five *gia* Global Honourees were revealed. They are: *Jumbled from Australia, Bahne from Denmark, S-KULTUR from Germany, Futako Tamagawa from Japan and Porland from Turkey.*

The five honourees were selected by a global *gia* jury, consisting of four retail/visual merchandising experts and seven editors and publishers of co-sponsoring housewares trade publications from around the world. In addition, the Martin M. Pegler Award for Excellence in Visual Merchandising was awarded to La Cuisine of the Netherlands and the *gia* Digital Commerce Award for Excellence in Online Retailing was awarded to 9design of Poland.



National *gia* winners gathered for a group photo after the awards dinner March 2.

Accent Fairchild Group	9
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Bradshaw	19
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Retailers must sell experiences, not objects

We're now in a consumer-centric period of retail where the consumer is in control, according to Tom Mirabile, trend expert for the International Housewares Association. He made the observation during "Top Trend 2019: New Consumer Insights and How to Thrive in the Retail Revolution," his annual keynote address at the 2019 International Home + Housewares Show in March. In this new age, housewares suppliers and retailers need to focus all their efforts on what the consumer wants, how the consumer sees themselves, and how the industry can help create solutions for them.

"We need to stop looking at objects and start looking at what those objects deliver," says Mirabile. "People aren't buying objects. They're buying experiences."

Mirabile began his presentation with an overview of generational distinctions and key "need-to-knows" about each generation right now.

Generation Z is on track to be the most well-educated generation, with a liberal set of attitudes and openness to emerging social trends. They also may be the first generation where cooking is truly no longer a gendered task, viewing "cooking as a craft or a skill," according to Mirabile. This generation skews more toward traditional life cycles, with many saying they want to start a family and own a home.

A much less traditional generation, Millennials prefer staying home over going out. But they're less likely to eat around the kitchen table; many eat in their bedrooms and even bathrooms. They also report replacing one meal a day with snacks. Another way of bucking the norms: "Millennials don't see a brand as religion," says Mirabile. "Loyalty does exist, but you have to constantly earn it."

Generation X is smaller in numbers but is entering its prime earning years. Gen X is very self-sufficient and does more product research than any other generation. They're also a true shopping hybrid; they still enjoy a trip in-store but



have fully embraced online shopping.

Many Baby Boomers are retiring, moving or remodeling their homes, which means they will be buying more items for their homes. Many are also in a period of personal reinvention. "Boomers are still looking to Millennials and Generation Z to see what they want to be," Mirabile explains.

As for Seniors, many are still economically active but much of their consumption has shifted to experiences (and health care in the U.S.)

Mirabile shared some key tenets that are important for our industry as we adjust to a quickly-changing marketplace where consumers hold all the control. These tenets, tied to the acronym "FASTR," are:

- F – Be Flexible, Be Fun, Be Fearless.
- A – Be Addictive, Be Aware, Be Aspirational.
- S – Be Surprising, Be Sharable, Be Simple.
- T – Be True, Be Transparent, Be Trustworthy.
- R – Be Real World, Be Responsible, Be Reactive.

Some key points on those tenets:

- Be Flexible – Change is constant, but even the most established brands can reinvent themselves. Mirabile cited IKEA and KitchenAid as examples.
- Be Fun – He cited funny commercials from Wayfair and Geico, brands who have fun and make fun of themselves send a message of self-confidence.
- Be Fearless – Don't be afraid to take a stand or do something different from

the norm. It helps make your brand feel authentic and stand out from the crowd.

- Be Addictive – American adults spend over 11 hours per day listening to, watching, reading or generally interacting with media. The challenge is in hooking them in.

- Be Aware – There's a tremendous amount of information out there, but "you've got to be self-educated, you've got to be a culture vulture" and keep up with what consumers want.

- Be Aspirational – "Today's consumer doesn't dream of owning, but of becoming," says Mirabile. "Stop telling the customer who you are and start telling them you know who they are."

- Be Shareable – These days, this doesn't simply mean sharing an image, though that still does have value. It's more about inspiring people to physically share something, such as the opportunity for a family to cook and eat a meal together.

- Be Trustworthy – Consumer trust levels are at an all-time low, whether it comes to government institutions, businesses or media.

- Be Transparent – This is important whether you're talking about ingredients, labor usage, or product materials. Significant numbers of people across all generations will pay more money for eco-friendly materials, said Mirabile.

- Be True – This often starts within your own company culture and then rises through the ranks of everything you do.

- Be Responsible – A large part of this has to do with sustainability, a key issue for many generations of consumers these days.

- Be Reactive – Getting negative reviews? You must be quick to react, explain and make things right online. Roughly two-thirds of internet users reference product reviews at least often before making a purchase.

A video recording of Mirabile's program is available from the IHA at <http://www.housewares.org/education/presentations-webinars>. 🐾



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