

HomeStyle

Canada's Housewares Magazine

October 2019

Go GREEN Cleaning up with ECO-FRIENDLY HOUSEWARES

SMART TRENDS IN
SUSTAINABLE LIVING

WHAT'S HOT *in*
COUNTERTOP COOKING
APPLIANCES

HIGHLIGHTS FROM
*The Toronto Gift
+ Home Market*



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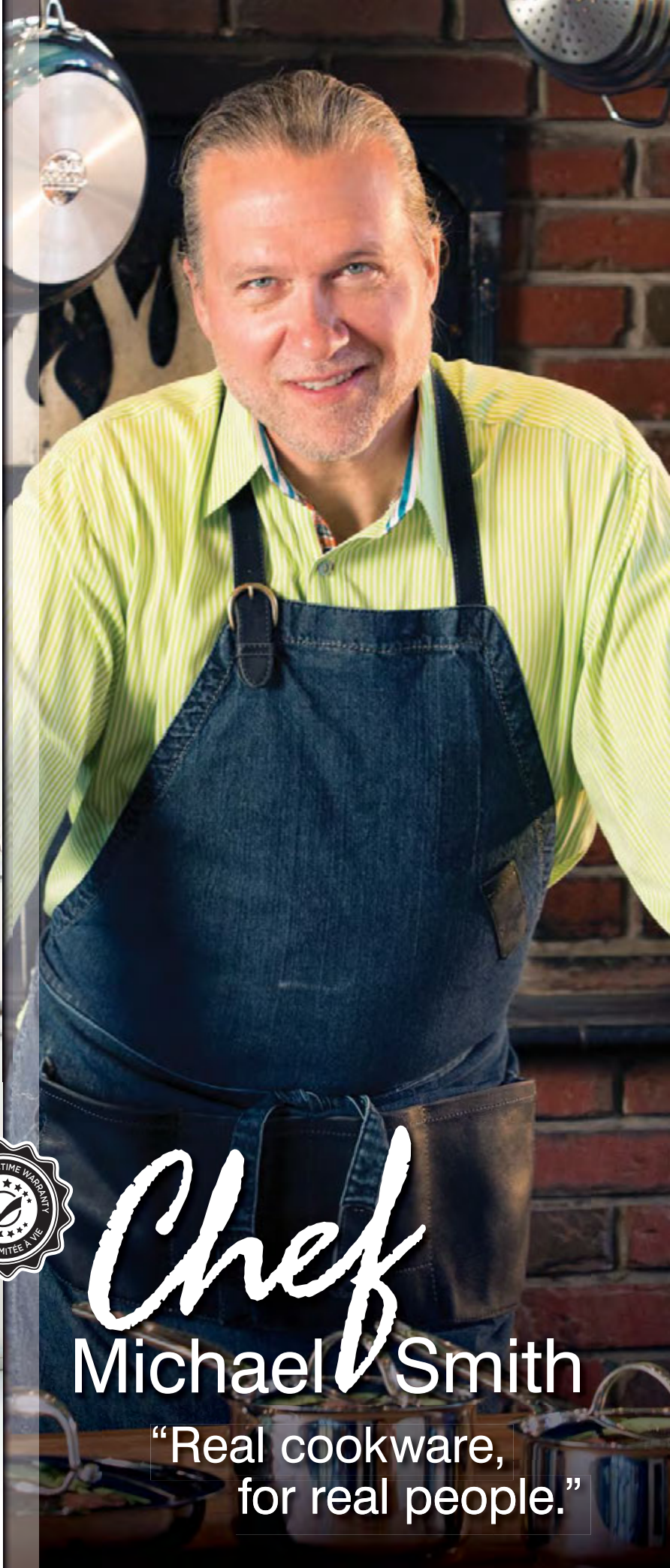
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Opening Lines

Green is good

We in the western world have become addicted to the rapid accumulation of stuff. But now, as over-consumption threatens our planet, we are all re-thinking how much 'stuff' really need.

The roots of our materialism can be traced back to the very beginnings of society. As explained by psychologist Bruce Hood in his excellent book *Possessed*, the promise of new possessions is a powerful driving force for consumers. Evolution has cultivated that force and wired into our brain is the need to be accepted and valued. There is more pressure than ever to be seen as successful, and someone who owns a lot of things can be seen that way.

There are many factors that have contributed to climate change, but Bruce Hood claims the major one is this overconsumption and the relentless pursuit of things we don't really need, especially when they can't be recycled. The real culprits are plastic bottles and bags, of course. This was made clear when explorer Victor Vescovo recently landed his submersible at the seabed's deepest spot, the fearsome Mariana Trench. And what was the first thing his crew discovered nearly 11 kilometres below the surface of the Pacific Ocean? A plastic bag.

Back in 1992, a container ship travelling from China to the U.S. capsized after hitting bad weather. It was carrying a cargo of 28,000 yellow rubber ducks and those ducks were eventually found uniformly distributed right around the world. The impact of our wasteful habits is even more far reaching than we could have imagined.

In 2010 alone, almost 10 million tonnes of plastic waste entered the ocean. Overall, we mass produced 7.8 billion tonnes of plastic between 1950 and 2015, but more than half of that has been since 2000. And 10% of that has gone into landfills.

Incredibly, just five countries are responsible for more than half (54%) of the world's mismanaged plastic trash in the world: China, Indonesia, the Philippines, Vietnam and Sri Lanka. Fortunately, Canada isn't even in the top 20 (the U.S. is number 20). That means Canadian suppliers and retailers can take a leadership role in changing the way people use and dispose of plastic housewares products.

In addition to packaging modifications, there are three key segments in the housewares industry with plenty of potential. The first is water bottles. Though the category is pretty crowded, 50% of recyclable bottles still end up in landfills every year, for a total of 65 million wasted water bottles. That leaves a lot of potential for growth in more stylish, eco-friendly and thermal insulated water bottles.

The second area is disposable tableware (plates, flatware and straws). Though some companies have created biodegradable, single use cutlery, many versions take decades to decompose. The application of newer, sustainable materials such as bamboo, paper and sugar cane presents a tremendous opportunity for marketers.

Food wrap and storage is another area where housewares vendors are making a difference. It's estimated the average family uses 500 sandwich bags a year. And if we collected all the plastic wrap we've used in the last 70 years we could cover the entire planet! Consumers are responding to viable alternatives such as was paper and beeswax – now available in beautiful colours and patterns

When plastic was invented, it was designed as a material that would last forever. Unfortunately, nobody really thought of what that meant for our planet. Today, by focusing on innovative, sustainable materials, the housewares industry has an opportunity to make a profit – and make a difference.



– Laurie O'Halloran
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People In The News

• **Breville Canada** has opened a new showroom serving the Greater Toronto area. It's located at 300 Town Centre Blvd, Suite 201, Markham, Ontario.

• Home Hardware Stores recently announced the appointment of **Rob Wallace** as Vice-president, Marketing. Wallace has been senior director, marketing, since 2015. He will assume overall responsibility for the company's marketing strategy in his new role. In addition, after a buyer realignment at head office, **Sharon Huver** is the new small appliance buyer. She replaces **Mike Zuk**, who is now buying BBQs, outdoor furniture and Christmas/seasonal products.

• **Greg Cairo** has been named CEO at Le Creuset Of America. He replaces Faye Gooding, who retired from the company in April. Cairo spent the last 13 years of his career with Groupe SEB.

• **Paul Wood** has been named to succeed Thomas Haig as President of Giant Tiger. He is currently Executive Vice-president and CFO. Haig is retiring after serving as president since 2015.

• The Legacy Companies has named veteran housewares executive **Jay Zilinskas** President of the consumer division.

• Williams-Sonoma President **Janet Hayes** resigned in August. She had been with the company since 2007.

• **Howard Steidle Jr.**, CEO of John Ritzenthaler Co., has been elected as chairman of the International Housewares Association's board of directors. In addition, **William Endres**, President of Select Brands, was elected vice-chairman/chairman-elect; and **Yvette Laugier**, managing director, Peugeot Saveurs North America, was elected treasurer.

All officers serve one-year terms from

October 1, 2019, to September 30, 2020.

The IHA board also elected two new board members; **Paul Cosaro**, CEO, Picnic Time Family of Brands; and **Kavita Shukla**, CEO of The Freshglow Co.

• Retired housewares industry veteran **George Bolton** passed away on July 22nd in Kingston, Ontario. He was 71. George spent most of his career with Charlescraft before joining Rival, where he worked with Gerry Byle for a few years. "He was a hard-working, honest, positive and happy man," says Gerry. "He always had a smile on his face and was respected by all his customers."

He leaves behind his wife Yvonne, two children and two grandchildren.

• **Don Swinburne**, the former co-owner of Family Communications, publisher and bon vivant, passed away on September 3rd at the age of 70.

After compiling a book titled *Together We Stand* and working as a literary packager, Don joined Family Communications in 1982. In January 2004, he published a 784-page edition of *Today's Bride*. It was a record size for a magazine that has never been beaten.

On a personal note, during his tenure as publisher of *Today's Bride* magazine, Don was a strong supporter and good friend to us. He created a 'partnership program' for our mutual advertisers that was an integral part of *Home Style's* success. Over the years, he hired and trained some of the best sales reps I've ever had the pleasure of working with.

Don was a kind and generous man who was always eager to try something new or different. We worked closely together for almost 20 years and enjoyed many rewards as a result of our relationship. Don knew how to live the good life and I will always be grateful for his guidance and valuable advice.

He leaves behind his loving wife Evelina and six children he adored,

– L. O'Halloran

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Rick Fielden retires

After 44 years in sales – 30 selling small appliances – Rick Fielden has decided to retire at the end of this year.



A familiar figure in the housewares industry, Rick started selling paper products in 1975 at the age of 23. He started selling gas barbecues at Shepherd in 1979 and stayed until 1990, when he moved to Bunn-O-Matic.

After Bunn he went to Moulinex, then Rival/Bionaire, which was purchased by the Holmes Group and, then Jarden Consumer Solutions.

Rick started his own sales agency representing Deni appliances and, for the last six years, Salton Canada.

“The best part of my career has been the friends I made along the way,” says Rick. “This industry has some incredible people, both buyers and sellers, and I was fortunate to be a part of it.”

Jason Hutton of Salton, who worked closely with Rick, says “he’s a fun, caring, honest guy. As a rep, he was always available, fact finding and bringing solutions that were relevant to the account and the market.”

More Canadians use devices to purchase

Ninety-four percent of Canadian shoppers will use a smartphone or tablet when holiday shopping this year, and almost two and five plan to use their mobile device to make a purchase. That’s one of the insights from a new holiday shopper study exploring how Canadians will shop and how much they plan to spend during the busiest shopping seasons of the year.

A number of Canadians are using their laptops, desktops, mobile devices and tablets for various shopping tasks beyond making a purchase, including

finding coupons, managing wishlists, reading reviews and comparing prices.

The study, by marketing intelligence company MiQ finds that Canadians plan to begin shopping for the holidays around the same time as Americans, despite celebrating Thanksgiving nearly a month earlier. The peak shopping period is expected to begin in November and run through December, with 77% of respondents still anticipating having some buying to do during the final month of the year. Fourteen percent of Canadians were expected to begin shopping in September while 11% and 8% hoping to finish during October and November, respectively.

Roughly four out of five Canadians plan to shop on Black Friday, Cyber Monday or Boxing Day this year, and 51% plan to shop during all three. Overall, 13% of Canadians believe they will spend more than \$1,000 on shopping over the course of the season.

MiQ found 66% of Canadians plan to spend around the same in 2019 as they did last year. Moreover, the proportion of consumers expecting to spend more (19%) or less (15%) than the previous year is about the same as in 2018.

Bourdain keepsakes to be auctioned off

Fifteen months after the death of food-world icon Anthony Bourdain, a collection of more than 200 of his personal belongings will be auctioned off in October. Forty percent of the proceeds from the auction will be donated to Bourdain’s alma mater the Culinary Institute of America and its newly established Anthony Bourdain Legacy Scholarship, which provides grant money to students who pursue a study-abroad or a global cuisines program. The remainder of the proceeds will go to Bourdain’s wife, Ottavia Busia-Bourdain (they were separated at the time of his death), and their daughter, Ariane.

The collection of items for sale — which includes a custom Bob Kramer steel and meteorite chef’s knife, expected to fetch the highest price of the set,

per the Times — reflects Bourdain’s taste for elegance and culture.

In addition to the knife, the online auction will include:

- A mid-century Peter Lovig Nielsen desk, which Bourdain used to write;
- Original typed manuscript or early draft for Bourdain’s novel turned film *Bone in the Throat*;
- A script for The Simpsons episode “The Food Wife” (in which Bourdain made a guest appearance as himself), with signed inscriptions to Bourdain;
- Chrome duck press from the Paris episode of *The Layover*;
- A silver and bronze sculpture of the Michelin Man;
- A jacket with a special patch, a gift from the U.S. Navy after the U.S.S. Nashville helped evacuate Bourdain from Beirut after the 2006 Israeli-Lebanese conflict broke out

Auctioneer Lark Mason, known for his appearances on PBS’s Antiques Roadshow, estimates that the total market value of the collection is between \$200,000 and \$400,000.

Few business owners have succession plan

A new report from the Canadian Federation of Independent Business shows 47% of small or mid-size business owners intend to exit their business in the next five years and 72% plan to leave within a decade. That means over \$1.5 trillion in assets will be changing hands. However, only 8% of owners have a formal, written succession plan in place. More than half (51%) have no plan at all and 41% have an informal plan. Even so, 62% say they rely on the sale of their business to fund their retirement.

Crate & Barrel will expand its in-store restaurant concept, The Table at Crate, to as many as 15 locations after the first proved popular in Chicago. The concept, created with Cornerstone Restaurant Group, shows off the retailer’s kitchen and dining products, nearly all of which are for sale.




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Retail Anniversary

Jill's Table celebrates 20 years in London

Jill's Table, the premier food and kitchenware shop in London, Ontario, held a special party on October 2nd to celebrate its 20th anniversary.

Owner Jill Wilcox opened her shop in the corner of London's Covent Garden Market in 1999 before relocating to her present location on King Street.

Over the past two decades, with her verve for life and entrepreneurial spirit, Jill has made her store a regional destination for foodies. She eagerly promotes and sells Canadian handmade product and creates exceptional gift baskets.

Jill's continues to be a community food hub, showcasing local food artisans, providing in-store demonstrations and culinary and travel advice. Since 2009, Jill has also found the time to host food and wine tours to France, Italy and Portugal. In the near future, she will be adding tours to Ireland and Spain.

In 2012, Jill started the *Jill Wilcox Foundation* as a way of giving back to the local community with 100% of all funds raised going to help woman and children in food-related initiatives.

Over the years, Jill has been recognized for her leadership in business, with awards such as the YMCA Woman of Excellence, London Chamber of Commerce Business Achievement award and the Canadian Gift Association Retailer of the Year.

This fall, Jill's Kitchen will launch its 24th year of cooking classes, with a full line-up of demonstrations and hands-on classes. *Home Style* congratulates Jill for 20 years as a retail leader in our industry.



Clockwise from above: Jill with her personally engraved mug from Sophie Conran, presented by Ralph Berry; Jill's "A-team" includes, left to right, Kelly Davis, Ruth-Ann Shantz, Carol Grimes, Ran Ai, Steph Smith and Madisyn Fisher; sales agent Harvey Geiger with Judy Magee and Jill; and Nellie Haig and Jill.





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Vendors In The News

Portmeirion Group buys Nambé



Portmeirion Group in the U.S. has acquired Nambé, supplier of contemporary tableware and giftware. Distributed by the Royal Selangor Group in Canada, Portmeirion is home to brands such as Spode, Royal Worcester, Pimpernel and the candle company, Wax, which it acquired in 2016.

Nambé has recently expanded its assortment to include barware, stemware and glassware, as well as giftware, adding to its casual, contemporary take on dinnerware and flatware.

Libbey reorganizes for global growth

Libbey is kicking off a corporate organizational realignment plan that is designed to drive improved performance and growth. Company officials in the U.S. say the plan is expected to reduce annual pre-tax run-rate costs by approximately \$9 million to \$11 million.

The goal is to leverage Libbey's sales and channel expertise to drive synergies and growth across the United States, Canada and Latin America.

After almost a decade on the rise, the net worth of the average Canadian household fell in 2018. Faced with shrinking pensions, growing debtloads and declining liquid assets, the average Canadian net worth dropped by \$7,594, or 1.1%, to \$678,792. Increases in the housing market in some parts of Canada were offset by the 2018 stock market correction. Debt levels increased by an average of 2.3%.



Josh Schachter, left, and Brian Schachter of Counseltron, with the Blacklock display merchandiser.



A cast iron upgrade

Counseltron unveiled the Lodge Blacklock series of cookware offering new metallurgy properties at the recent Toronto Gift + Home Market. Each pan is triple seasoned and features lightweight, durable craftsmanship. It includes four skillets, a 12-inch grill pan, a two-burner griddle and a 5.5-quart Dutch Oven, all with a natural finish and a comfortable handle.

Cocktail party kicks off Culinary Showdown

SMEG held a special cocktail party at their head office last July to officially kick off the upcoming Culinary Showdown. On November 9th, Epilepsy South Central Ontario will host the inaugural showdown with an all-star lineup of celebrity chefs. These chefs will join the top 50 fundraising foodies (divided into five teams) to compete for the Culinary Showdown Trophy. Hosted by John O'Hurley, the event features chefs such as Michael Smith, Massimo Capra and Mary Berg. SMEG is one of several sponsors. For more information visit www.theculinaryshowdown.com



Doug Eglington, chairman of Euroline Appliances, left, is shown with celebrity chef Massimo Capra, Gisela Mussen of Euroline and Glenda Ogle, assistant to Chef Massimo.



Home Style publisher Laurie O'Halloran with John O'Hurley, host of the upcoming Culinary Showdown (and formerly of *Seinfeld*).

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JURA opens state-of-the-art Hospitality Centre

The innovative and interactive state-of-the-art JURA Hospitality Centre in Mississauga was unveiled this past September with a ribbon cutting ceremony and cocktail reception. The centre introduces the latest JURA service technologies to provide JURA customers in Canada with the ultimate service experience (see photo above.)

The Centre was specifically designed with the JURA customer in mind. It features an ultra-modern showroom that

showcases both JURA home/residential and professional machines. However, the centre is also defined by the service technologies and programs that clearly set JURA apart as an industry leader in the premium coffee segment.

The dedication to service excellence and precision is easy to see from the first moment you enter the Centre, but this pristine and modern look is supported by service programs that are unique and in-

dustry leading in North America.

JURA 24/7: If a JURA machine requires maintenance or repair, after regular business hours, customers can take advantage of the new JURA 24/7 Service available outside of the regular operating hours of the Hospitality Centre. JURA customers now have the option of securely dropping off their machine in one of the four 24/7 deposit boxes located in front of the entrance. (See photo bottom left corner.)

JURA Live: This fall, the company will launch the avant-garde *JURA Live!* This exciting new service provides retailers and potential customers with a direct connection to the JURA Live studio, housed in the Hospitality Centre. Retailers and potential customers can get expert advice, via video phone or video chat, from a professional JURA consultant. The consultants will provide a personal demonstration of any JURA machine, anywhere in Canada. They can also refer potential customers to an authorized JURA retailer nearby for a taste experience. (See photo bottom right.)

JURA Concierge: Drive thru service? Well not quite, but almost. Customers can pull up beside the handsome JURA Concierge tower, just outside the Hospitality Centre entrance, press the button for service and voilà! A professional and helpful JURA Representative will come out to greet customers with a cart for their machine to ensure easy and safe transport to one of the many service desks where initial machine diagnostics take place inside the centre.

JURA Service Live: Like its *JURA Live* counterpart, this live service allows for a direct connection to a JURA consultant. In this case, the focus is on troubleshooting and addressing any potential usage issues. *JURA Service Live* will also be utilized for training programs with retailers and professional customers as well. (Above left.)

Shown cutting the ribbon are Joe Di Donato and parents, Dora and Mike Di Donato (founders of Faema Canada), Lorenzo and Rocco Di Donato, Emanuel Probst (centre), CEO of Jura Switzerland, and Salome Meyer, Swiss Ambassador to Canada.



Vendors In The News

Opening night party!

To celebrate these cutting edge service programs, FAEMA Canada (the official distributor of JURA in Canada) hosted a two day Product Conference in September to officially open the new JURA Hospitality Centre and introduce Canadian retailers to the company's latest machines. With representatives from Switzerland, Canada, the U.S. and Mexico, the event opened with an outdoor red-carpet reception, followed by a full tour. Day two featured some exciting presentations on the new GIGA 6, ENA 8, and E8 JURA machines that are now available in Canada. (Visit FAEMA Canada on Facebook for full coverage of this event.)



Joe DiDonato of Jura Canada with his wife Nina, son Joey and daughter Lexi.



Left to right: Victoria Forsyth and Mark Ivany of Big Eric's in Nova Scotia with Jeff Mouckley of World Class Promotions.



David Ou and Mercedes Simas of Beanwise.



Modestino Carbone of Faema Canada with Laurie O'Halloran of *Home Style Magazine*.



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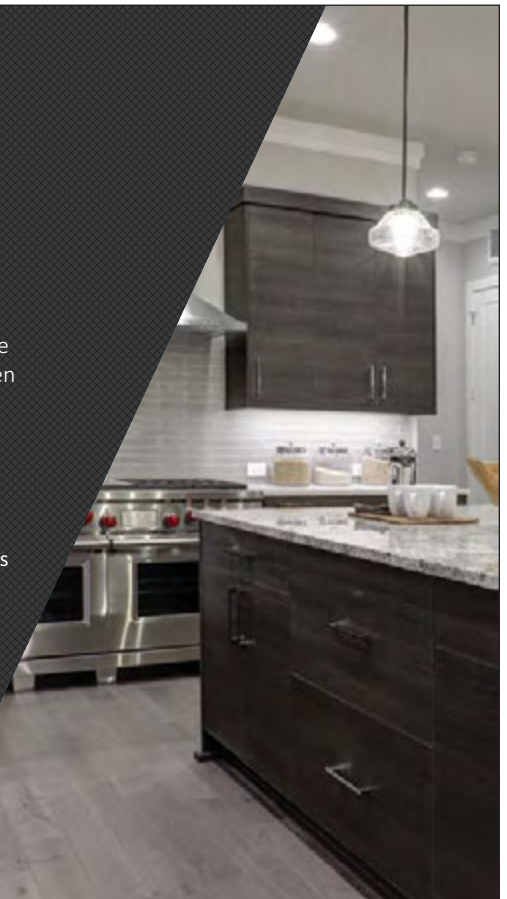
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Customers respond to music in store

According to the latest research, Canadians enjoy their shopping experience more when they hear music. Music is an emotionally rooted medium that creates connections with customers quickly. And when it's not in store, customers notice.

So as a retailer, how do you ensure that the music you're using makes sense? Here are four easy tips:

- Play music that aligns with your brand and the expectations of your customers. Does your playlist consider the age and demographics of your customers? Would songs or instrumentals be the better choice?
- Consider what's happening outside your business. Is there a seasonal event that's affiliated with music? Is there a festival or major sports event happening in your city that's worth tapping into? When it's a fit, piggyback on them.
- Ask your staff their opinion and be open to their feedback. Ask your staff what they'd like to hear or what they think would fit based on their observations.
- Get licensed. Entandem is about working together to simplify music-in-business licensing while delivering more to music rights holders to ensure that they're legally, fairly and ethically compensated for their copyright work.

Playing the right music is integral to your retail brand and can create a unique and inviting atmosphere, influence customer behaviour, and increase employee morale. Not only does music add great value in any business, especially in retail environments, using music responsibly ensures music makers can keep making great music.

With more people opting for 'protein on the go', or skipping breakfast altogether, cereal manufacturers are scrambling to recapture market share and boost slumping sales. American consumers purchased about \$8.49 billion worth of cold cereal last year, that's down 6% from five years earlier. Sales of hot cereals were up 1% but analysts expect overall cereal sales will fall another 5% by 2023.

Be happy, live longer

Boston scientists have found that optimistic people live 11 to 15% longer on average than their pessimistic peers. Women who are optimists are also 50% more likely to live at least to age 85, while male optimists are 70% more likely to live that long.

In addition, optimistic people tend to have a lower risk of chronic diseases and premature death. The study showed that's because optimists generally expect good things to happen and feel like they can control important outcomes. By staying positive, they put the best spin on whatever comes their way.

Apparently the mindset is about 25% hereditary, but it is possible to become more optimistic through cognitive behavioural therapy.

The scientists believe the reason optimists live longer is because they're better at bouncing back from obstacles or upsetting events and generally have healthier habits. Optimists have the confidence to reach goals and strengthen their relationships, which makes them happier. And the happier you are, the longer you're likely to live.

More travel means more airport sales

The airport retail industry is growing at a breakneck pace. Global travel revenue, which includes duty-free sales at airport stores, has tripled over the past 15 years to \$69 billion in 2017, according to the Boston Consulting Group.

The rise of budget airlines which has opened up airline travel to new passengers. More than four billion travelers flew in 2017, up from under two billion in 2002, Boston Consulting Group found.

More travelers are flying internationally, helping airport retail sales in the Asia-Pacific region grow by 14% a year since 2002. The region now makes up almost half of global travel revenue today!

Airline travel is expected to keep expanding in the coming years, too: traffic to airports will increase around 8% annually through 2026, market research firm NPD Group predicts.

Travelers have an average of 56 minutes of free time before their flights and typically spend 25 minutes shopping in duty-free stores. Luxury brands, alcohol makers and cosmetics manufacturers are revamping their strategies to draw travelers during that window.

U.S. retailers closed more stores between January and June of 2019 than they did in all of 2018. In the first half of 2019, 14 American retailers with at least 20 stores filed for bankruptcy. In total, 19 major retailers closed more than 7,200 stores. By comparison, there were fewer than 6,000 store closings in all of 2018.



Bradshaw brings roaster to Canada

First seen in Chicago last March, Bradshaw Home Canada has announced the new GoodCook Quick-Baste roaster is now ready for shipping to Canadian retailers. The innovative design makes basting safer, easier and faster. Juices from cooking pool to either side of the roasting pan to make basting quick and easy. The coated roasting rack has folding handles for easy transport of the cooked turkey. Made of coated carbon steel.

IMC launches major investment plan

International Market Centers (IMC) has launched Atlanta Next, which constitutes a multi-stage capital and strategic investment plan to transform the AmericasMart Atlanta business through enrichment of all product categories and improvements to all buildings across its 7.2 million-square-foot campus.

Stage 1 begins with home category enhancements including a renovation of the Building 1 lobby, remerchandising of the home décor and open daily resources, and the finalization of strategic coordination between the downtown Atlanta AmericasMart and the cross-town Atlanta Decorative Arts Center in what will become a dual-venue, comprehensive design destination.

The complete remodel of the Building 1 lobby will establish an efficient and inspirational arrival experience for buyers and exhibitors entering AmericasMart. The lobby will incorporate a flexible lounge, meeting and work spaces, a newly configured registration area, premium showroom space and digital signage all connected via a new escalator to the second floor. Amenities will include a new full-service restaurant and a new grab-and-go café to supplement the existing Starbucks location.

A previously introduced buyer services team and Atlanta call center will support the newly detailed AmericasMart initiatives.

Work on the Building 1 lobby began after the summer 2019 market, with major updates to be completed by winter 2020. The final lobby unveiling will be in winter 2021.

CG debuts new online platform in Atlanta

GC Buying Group debuted its new CreateMyPlace (CMP) online platform to vendors and retail members at the Atlanta International Gift + Home Furnishings Market in July.

The platform is an online marketplace and selling platform for GC Buying Group store and vendor members.

The site is geared towards top brands as well as smaller companies who do not want to enter the mass market. Consumers are encouraged to purchase through the site and the orders are fulfilled by local retailers or vendor partners. It offers free shipping to the continental U.S. or local pickup.

The most important feature for CreateMyPlace is the proprietary MAP protection feature. It will not allow anyone on the marketplace to sell anything below MAP pricing in order to keep the playing field level and protect the vendors brand.

Baking show returns to Toronto

Canada's Baking and Sweets Show comes back to Toronto from October 19 to 20. Returning every two years with a new theme, this year's CBSS, presented by Redpath Sugar, will be held at The International Centre.

Celebrity guests to this year's event include Canadian celebrity chef Anna Olson; Rosie Alyea, author, blogger, and entrepreneur, known professionally as Sweetapolita; Mardi Michels, teacher, baking instructor and blogger; food columnist, cookbook co-author and contributing food editor Julie Van Rosendaal; and Charmian Christie, a food writer, culinary instructor, and the creator of The Messy Baker blog.

Canada's Baking and Sweets Show, now in its seventh year, is North America's first and largest show dedicated to everything baked and sweet.

Las Vegas Market sees strong orders

Strong order writing, buzzworthy programming and industry-exclusive special events highlighted the recently-concluded Summer Las Vegas Market. The show took place from July 28th to August 1st at the World Market Center.

"Buyers at Summer Las Vegas Market were here to buy and exhibitors reported steady order writing," says Bob Maricich, CEO of IMC. "Market goes

attended exclusive industry-leading events and experienced dynamic, top-notch sourcing offered only at Las Vegas Market this summer."

The Market's gift category featured more than 2,700 resources in permanent showrooms and temporary exhibits throughout campus. Category growth in Building C translated into a strong overall market for exhibitors. This summer, the gift category expanded by more than 105,000 square feet with 35+ brands opening new and expanded spaces or renewing their commitment to IMC for the market.

The Pavilions at Las Vegas Market showcased 500+ temporary gift and home lines in a new floorplan that featured all five core destinations under one roof. Exhibitors in the Pavilions reported solid leads and a steady stream of cross-category buyers, according to the market.

Ambiente 2020 to get new hospitality hall

Just four months before Ambiente 2020, the new exhibition hall for hotel, restaurant and catering suppliers in the front-of-house segment is already almost fully booked. Leading suppliers in the hospitality industry will be exhibiting in Hall 6.0 in the future.

As announced at Ambiente 2019, the world's leading trade fair for consumer goods is now set to expand its range by adding a dedicated hall for the HoReCa segment. The focus of Hall 6.0 will be on products and topics associated with front-of-house business – everything that concerns the work and customer's experience within the hospitality space.

"We are proud that our exhibitors and visitors see Ambiente as the international HoReCa trading platform. Hall 6.0 is our answer to the increasing dynamics of this market segment. Even at the current stage of our planning, its focus on the interface between hospitality and tableware has convinced many companies to exhibit there, and there's not much space left," says Nicolette Naumann, Vice President of Ambiente.

2020 Trend Tracking

Yes you CAN compete with Amazon

In an age of hyper-personalization, competing with an online giant like Amazon can seem like an impossibility to some retailers, especially small independents. The company's reach is unprecedented, and its market share is nearly unthinkable, owning just about half of all purchases made online in the US. Its infinite inventory cannot be matched. And the sophistication built into the algorithms that the company deploys to understand online shopper habits is in a category of its own.

Although this is all true, there is a way for retailers to not only compete with Amazon and others operating within the platform economy, but to beat them. According to Tony Chapman, brand strategist, consultant, consumer behaviour expert and Owner of Tony Chapman Reactions, it all starts with the retailer's understanding of what it is and the role it serves with its customers.

"Amazon is a huge disruptor and is quickly becoming the world's biggest vending machine," says Chapman. "It's firmly placed within arm's reach of customer desire, located in the palms of hands all over the world where people can search, research and aggregate prices without ever leaving the company's website. And, because of the disruptive online influence that it poses, all the metrics and key drivers that are used to define retailers' success – things like location, merchandise, promotion, customer service – have changed and been cast aside. As a result, retailers must pivot from simply being the place to buy to becoming the place to *be*; to be something of value to the consumer – something that's worthy of their time and dollar."

In other words, explains Chapman, retailers have to offer an experience. But not just an experience for the sake of it. "It isn't about bringing a brand into your store," he says. "It's about understanding what your store is and the reasons people visit you. What's the reason for the store visit? I can buy clothing anywhere, including online. But I'm going to Winners because I can find that Picasso in the attic – that find – a place where I can be such a clever shopper."

He adds most people are unlocking their inner foodie when they go to a great grocery retailer. In each of these cases, visiting a store can help them achieve an objective. When retailers can position themselves in the minds of the consumer in this way, they move themselves much more into the path of their journey, helping them get to where they want to go, as opposed to simply being a place to buy stuff.

Chapman stresses that what Amazon *doesn't* have is a heart. "Human beings want their hearts to beat – they want to be social, they want interactions, knowledge, excitement. They want a treasure hunt, enlightenment – a whole gamut of stuff. That's what Amazon can't do. It can't provide these things in the same way as other retailers."

What Amazon has always done well, and continues to do well, is become faster. It's the aim of the company. They're taking human labour out of the system and replacing it with algorithms. It's very personalized and precise in terms of their offer. But what they lack is what consumers get from a great retail experience.

Between 2010 and 2017, Canada's digital economy grew faster than the rest of the economy, with a nominal GDP growth of 40.2%, compared to 28%. Although the digital economy is not an industry as classified by Stats Canada, a recent report showed it makes up 5.5%, or \$109.7 billion, of the national GDP, more than mining, oil, gas, transportation, warehousing or utilities. Global retail e-commerce sales totalled \$2.8 trillion U.S. in 2018 and are expected to grow to \$4.9 trillion U.S. by 2021.

Boomers: a big untapped market

Marketers who focus solely on the emerging millennial market may be missing out on the huge untapped potential of baby boomers.

Boomers still outnumber all other generations in Canada. The number of Canadians over age 55 increased by 87% between 1996 and 2006, according to Environics. In the next 10 years, there will be another 16% surge in the number of people over age 55. By comparison, the number of Canadians between the ages of 16 and 54 rose only 14% between 1996 and 2016.

Canadian households aged 65 and over had an average net worth of \$845,000 in 2016. That's an 86% increase since 1999 after adjusting for inflation.

Analysts believe the reason marketers ignore boomers is because they tend to follow the status quo while millennials are mostly challenging, especially when it comes to food.

Boomers are into brands while millennials consume very differently. They don't care about the brand, they care about what the product represents.

Key opportunities in the boomer market include real estate as more couples downsize and, of course, the cannabis industry. Of the 200,000 Canadians with a medical cannabis license, two thirds use the substance to treat arthritis. And since its legalization, the biggest rise in cannabis use has been among those 50 and older.

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2020 Trend Tracking

Younger consumers move away from cash

While traditional forms of payment still comprise the majority of Canadian payments, there is fast growth in the number of transactions using newer channels to access funds, including e-wallets, contactless technology and e-commerce portals.

Further evidence of this development is found in the recent *Payments Pulse Survey: Consumer Edition*. It identifies Millennials and Gen Z – two cohorts that “yearn for easier, more convenient options to meet their changing purchase and lifestyle patterns” – as a driving force.

The study, conducted by Leger Marketing on behalf of Payments Canada, found that increasingly the traditional fallback of paying with cash or cheque is losing its cachet, especially among the younger set, a quarter of whom say they have stopped using cash for low-priced purchases.

Further, a clear majority (70%) of those aged 18 to 34 profess to be willing to move away from cash entirely in favour of other forms of payments.

However, despite being received with widespread enthusiasm, Amazon Go (with cashless shopping) has had some teething problems. Many customers have noted that buying from the store felt like stealing, with some even asking staff “is it really okay to just walk out of out of the store?”

Notwithstanding the hiccups, 40% of North American retailers polled by Paysafe in its most recent Lost in Transaction survey reported they plan to introduce checkout-free shopping within two years, which some say is “a tad too ambitious.”

Currently, only 36% of U.S. and Canadian small and medium-sized businesses accept contactless payment. And adoption of other frictionless technologies is even further behind: 9% have self-checkout options, 8% have order-ahead apps and a mere 1% have biometric capabilities.”

Edibles could transform the beverage market

The legalization of cannabis edibles in Canada this month could radically transform the food and drink market next year. The new year will be packed with new products, including the first beer brewed from marijuana. Market research by The Arcview Group shows that edibles are expected to quadruple in Canada and the U.S. by 2022, reaching a value of more than \$4.1 billion. Global sales are expected to surge from \$9.5 billion in 2017 to \$32 billion.

Already we’re seeing mainstream beverage companies scrambling to take advantage of this emerging trend. Anheuser-Busch InBev recently partnered with B.C.-based Tilray. The companies will spend \$50 million on a study conducted by Labatt Brewing to develop a deeper understanding of non-alcohol beverages containing THC and CBD.

Coca Cola is also closely watching the growth of non-psychoactive CBD as an ingredient in functional wellness beverages around the world.

Pantone predicts colour twists and turns

Diverse colour palettes with never-ending patterns and combinations will be the name of the game in 2020 according to Leatrice Eiseman – executive director of the Pantone Color Institute. In her annual keynote address at the Chicago housewares show this year, she cited the beautiful colour in the film “*Mary, Queen of Scots*” and showed images of how these Elizabethan stylings are cropping up with edgy updates in everything from fashion runways to home décor.

The eight brand-new 2020 Pantone View Home + Interiors palettes are:

- **Metropolis** – This palette conjures up images of steel-girded skyscrapers, light reflecting off windows and the gritty asphalt below. It mixes glamour and industrial chic, combining old-world marble, deepened wood patinas and futuristic metallics.
- **Trekking** – Trekking is “a grounded palette” that shows an appreciation of the outdoors. This is a palette very much influenced by fashion favorites of plaid flannel and well-worn denim.
- **Skill Set** – This palette demonstrates an appreciation of things that are hand-made. It evokes the hues of hand-thrown pottery, hand-tooled leather, forged steel treatments and wine-dyed spoons rescued from old oak barrels.
- **Prints Charming** – This palette is inspired by an image of a modern-day Prince Charming dressed with some traditional Royal stylings but with some modern twists, including patterned tattoos. Bright blue, red and yellow are calmed by an umber brown and a minted green; black and white provide contrast to it all.
- **Beyond the Pale** – This palette takes pastels and kicks them up a notch. It shows that different permutations of pinks can co-exist, and includes a smoky green, a blue-green, a mid-tone Infinity blue, a lively greenish-yellow and a contrasting tawny brown.
- **Tempered Tastes** – Tempered Tastes goes beyond just neutrals to incorporate shimmering metallics including Pantone’s Gold Leaf and the rose-toned Agave Nectar.
- **Show Stoppers** – The energy is palpable in this palette packed with vibrant hues such as Twinkling Diode Blue, Leprechaun Dust, Spectra Yellow and Purple Orchid. It’s a combination that kids (or kids at heart) would be drawn to; Eiseman compared it to a colorful mix of jelly beans.
- **Tea Garden** – Evoking the calm and natural beauty of a Japanese tea ceremony, this thoughtful palette features blue in the shades of sky and sea, serene greens, lavender, yellow-green, a “pungent chai shade” and a touch of mango.

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Cooking up the kitchen of the future

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



No longer just a place where food is stored and cooked, the kitchen, both professional and residential, has emerged front and center as a place for people to gather, to socialize and to create. Kitchen design has evolved from a single person area, hidden at the back (or basement) of the house, into a multi-functional and collaborative space. Today's kitchen doubles as an office, a family gathering space, an interactive area for our children, an area to entertain, a marker of social status, and sometimes even a space to cook.

Not only has kitchen planning and design evolved but so has what and how we are cooking. The interest in international cuisines has heavily influenced the demand for more authentic cooking utensils and fuelled the need for more global ingredients. Once relegated to specialty shops, the products of these global tastes can now easily be found in your neighbourhood grocery store.

Ironically, as our palates develop a more multi-national flavour profile, the popularity of locally sourced ingredients is also on the rise. The shift to a more health conscious and earth-friendly plant based diet with locally grown ingredients is also changing the way in which home chefs are cooking.

In many ways, we are going back to basics with fundamental cooking techniques and traditional methods, but are looking for technology to enhance cooking convenience and raise kitchen skillsets for all ages, as proven by the major kitchen appliance category.

The industrial revolution gave birth to some amazing time saving kitchen assistants such as; the blender, the toaster, the stand mixer, and kitchen gadgets galore. However, the basics have been relatively untouched since early Roman kitchens. Copper cookware, colanders, egg poachers, stovetop kettles, funnels and scissors are just a sampling of some of the items which are still used today. Time and experience have enabled us to improve upon the aesthetic and utility of many of these items, but basic kitchen goods remain unchanged.

Recipes are also derived from old cooking techniques and haven't always caught up to modern cookware materials, as demonstrated with non-stick cookware.

Innovation is most often sparked through collaboration. When a market is disrupted by new technologies, many legacy companies are often ill-prepared to develop new products or services in the wake of uncertainty. However, the need to create and adapt is most evident during these times.

While some of the new kitchen trends may seem gimmicky and complete overkill – think high-tech tables where you can both cook and dine, 3D pancake printers, smart bartenders, kitchens made entirely of glass. They are a step in the right direction towards innovating future cooking solutions.

Reducing waste and spoilage is a high priority as the global food supply becomes increasingly more complex. News headlines were dominated this past summer with shocking images of the Amazon deforestation. Fires that are

intentionally set by governments and agricultural bourgeoisie for the purposes of capital gain. While the problem of deforestation isn't new or isolated to the Amazon, the environmental repercussions to our food supply will be devastating.

In the spirit of reducing waste, connected refrigerators are using photo recognition software to continuously map the contents of your fridge and read bar codes for expiry dates, so that you can easily track and build your grocery list. One step further would be to suggest recipes that you can make with the ingredients that you do have on hand. As connectivity and personalization increases, a retailer could send out a video recipe with a targeted promotion customized to that end user.

As cities and urban centres become more populated and the demand for well-designed, multi-purpose kitchen spaces increases, appliance and housewares manufacturers need to develop products accordingly. For example, high end appliance maker La Cornue recently introduced La Toncelli, an induction cooktop which easily and quickly converts from a teppenyaki style grill to a dining room table.

We are in the middle of a technological revolution where accelerated innovation has abruptly impacted how we live. The kitchen of tomorrow needs to encompass environment friendliness, convenience, ergonomics and be a versatile living space. The products that we choose to adorn our kitchens will also need to have the same design and innovation behind them. 🍷

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*Source: Euromonitor International Ltd, low fat fryers vs per light fryers category definition, retail volume sales 2013 and 2014

*Compared on fat content of chicken and pork versus low fat fryers **Wattage of motor, the highest measured among major low fat fryers

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- 2 green onions, thinly sliced
- 1/2 cup (125 ml) crème fraîche
- 6 oz (170 g) raclette cheese slices, halved

1 Place 3 ravioli and 2 mushroom slices in each raclette cooking pan. Sprinkle with 1 1/2 tsp of sausage and some green onions. Garnish with 1 1/2 tsp (7.5 ml) of the crème fraîche and a slice of cheese.

2 Cook under the raclette grill until the cheese starts to brown. Season with pepper.



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Perfectly Porland

Porland of Turkey has a long, rich and colourful history as a manufacturer and retailer of porcelain

by Michelle Hespe

Porland's logo features a ballerina executing a perfect pirouette. This elegant symbol conveys both beauty and strength, reflecting the grounding philosophy of this manufacturer and retailer of porcelain.

The word 'Porland' means 'You are at the right address for porcelain', but the ballerina symbolizes the company's goal and its ethics. "Ballet symbolizes grace and aesthetics, and it is a visual feast created by high discipline and self-sacrifice," explains Porland's Marketing

Group Manager Ümran Ünsal. "Porcelain production too, is a long and challenging process that requires everything a ballerina must put into the craft."

Porland's founder is a man called Süleyman Pamukçu, who was born in the Turkish city of Siirt in 1956. From a very young age, Suleyman loved business. Even his first business venture was clever – he would rent books that he had already read to other children.

Süleyman trained as an English teacher but in the end his passion for

business and his natural abilities as an entrepreneur took precedence in his life, and at 20 years of age in 1976, he established his first store selling glassware. He then added a beverage dealership to his portfolio, and soon he was running a thriving business that created promotional glassware featuring companies' logos.

Pamukçu then moved into manufacturing and customizing products for the hospitality industry, such as plates and glassware, launching his company



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called İmge Ticaret in 1984. During this period, the company sourced its porcelain from Istanbul Porcelain, and when the manufacturer closed down in 1990, Süleyman had to find another company to produce his porcelain.

Again, his entrepreneurial spirit kicked in, and he bought Istanbul Porcelain’s equipment and began creating his own porcelain. By 1992, at 36 years of age, Süleyman had opened his first factory and in the same year established Porland.

Fast forward 27 years, and Porland has 1,600 employees and a factory production area of 380,000 square meters that produces 70 million pieces every year, with 65% of that being exported to more than 30 countries. The brand has 30 stores and works with more than 200 suppliers. Porland still services the hospitality industry but also focuses on creating beautiful pieces for the home. Now the company has expanded into product offerings including glassware, textiles, cutlery, pans and other things to complement its ever-expanding range of porcelain, which now includes more than 100 collections and patterns.

One of the many things that set Porland apart from its competitors is its

endless mission for perfection. “Every single detail and phase, whether its production, presentation or packaging, is handled by a single team,” explains Ümran. “This choreographic marvel is reflected in the products, and shines through in the trend-setting styles, the architecture of the stores, and in the detail of the fair stands. From the finest clay particles to the visual presentation of our stores, we consider every detail. In line with our logo, we design and produce with the dedication and discipline of a ballerina.”

Storytelling through visual merchandising is at the core of what Porland



does to showcase its many products. Although the company produces plenty of white and cream pieces (white porcelain is usually used in hotels and restaurants) it is most famous for its intricately patterned, colorful, exotic creations.

This creativity is mirrored in the décor of Porland stores – which are all a well-organized riot of colour. In dedicated areas, products are arranged in living spaces called ‘Inspiration Zones’. These meticulously crafted settings are nothing short of magical – almost like scenes from a theatre show or a pop-up picture book. One zone might be a table setting arranged before open French doors leading the eye into an enchanting garden, while another might be a dinner table that looks as though the guests are about to enter the space and sit down for an exciting celebration. A Christmas presentation of products might have fields of snow and reindeer in the background while a more fun ice cream parlor setting might show off colorful drinking and dessert vessels alongside porcelain tea sets.

Music, light, fragrance and sound are then used to bring the intimate arrangements to life – such as bird calls used in a garden setting or the scent of vanilla in

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a kitchen scene. Appealing to a person’s senses encourages them to relax and enjoy the surroundings, and it inspires them to imagine the scenes created in their own homes. The Inspiration Zones are also used for kitchen-related workshops, blogger meetings and other events that draw in more store traffic and keep customers entertained.

Storytelling through visual merchandising and window displays is at the core of what Porland does best to showcase its products.

Porcelain is made from a natural product – soil – so it’s not surprising that Porland places emphasis on sustainability and health – for the environment and for the people using its products. “Porland uses environmentally friendly technologies and raw materials,” explains Ümran. “Our R&D laboratories perform production control with great care; physical and chemical tests are continually being done to prioritize human health.”

This follows through to the store’s ap-

proach to design and the industrial-style architecture. “We selected materials for our stores such as stone, brick, wood and metal. Like our source of inspiration – clay – the color tones of Porland architecture are selected from nature,” says Ümran.

“Regarding colors used throughout the store, we selected the same dark blue as our logo for the ceilings and columns, so that our guests feel the power and reliability of our brand. Gray, with natural looking application techniques, has been used to balance this strong tone. Our customers, who we want to be taking a journey through a comfortable atmosphere, are welcomed by the dominant green color of nature when they reach the payment desk. These green colors were chosen to provide peace, comfort and assurance.”

The concept is then completed by lighting that imitates warm daylight, and there are plants and flower arrangements artfully throughout the store, further adding to the customer feeling at ease and surrounded by nature

Despite Porland having old-world values and a rich history, it embraces technology and offers some unique experiences for its customers – including the use of an app that allows them to digitally place objects that they love into





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table setting displays. Called “Create Your Own TableTop,” customers use the app to create their dream ensemble of products, perfecting their dream setting before buying anything.

Over the past few decades, Porland has continued to evolve and cement itself as one of the world’s leading creators and retailers of porcelain. And now, as one of the *gia* Global Honorees, the years ahead are sure to be as exciting as the ones past.

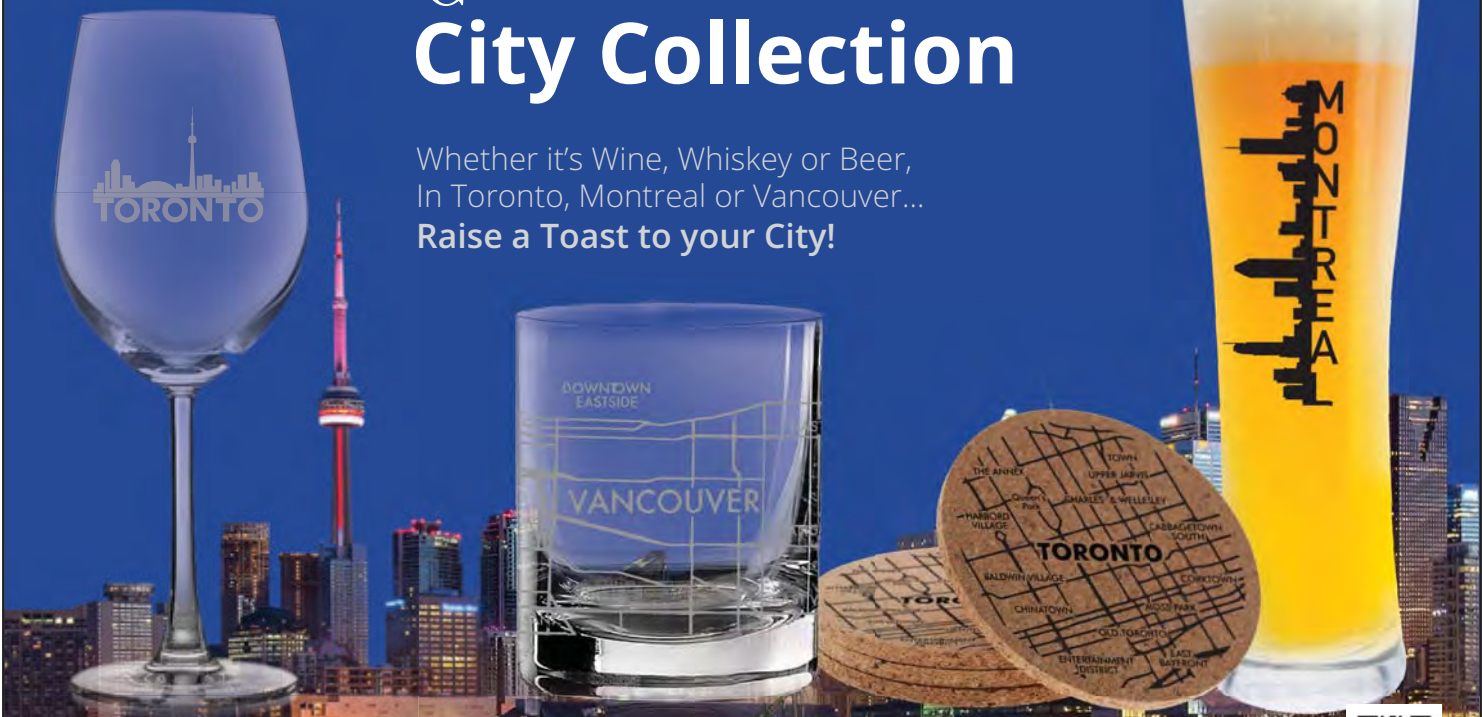
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Sustainable living

Consumers who buy fair trade products believe in their purchases, and they feel better about making them. Nearly two thirds of Canadians have purchased a fair trade product in the past year, and 67% believe that makes them an 'ethical consumer'.

Zero waste market opens first location

A new package-free, zero waste grocery concept called 'bare market' will be opening its first location in Toronto. Dayna Stein, founder of bare market, says they are certainly on course for more stores to open in the future.

The concept was founded in 2018 and has been selling through pop-up locations. They have about 65 pop ups right now, the first of which opened in June of last year, and have had a presence in several different farmers' markets. But the pop-ups will start to disappear as bare market shifts its priorities to the permanent location.

"The pop-ups have been a method of market research to figure out where in the city we should go, what people like, what they don't like, what they want to see as product offerings," says Stein. "It's a lot of work to create a pop-up. We have well over 450 products and we bring 95% of them to our pop-ups."

The first permanent store location will be at 1480 Danforth Avenue and will open in either late December or early January. It will cover 2,800 square feet of space.

French fashion company Dior has debuted an upscale line of hand-blown glass straws created to help consumers avoid using single-use plastic straws. The (very expensive) hand-painted straws are sold in boxes of six.

Nova Scotia to ban plastic shopping bags

Nova Scotia plans to join several other provinces in moving to ban most single-use plastic bags at store checkouts. The provincial government introduced the bill in October and the industry will have one year to prepare before the bags are prohibited. Environment Minister Gordon Wilson said he hopes the bill will remove millions of bags from the waste stream each year. Under the proposed law, retailers would still be allowed to use single-use plastic bags for live fish and bulk items.

While many Canadian municipalities have banned single-use plastic bags at retail outlets, provincewide bans are less common and more recent. Sobeys has already advised customers they will need to bring their own totes or lug their purchases home in paper bags as the chain moves to phase out plastic bags by February, 2020. Canadians go through hundreds of millions of single-use plastic bags each year, and retailers are facing pressure from increasingly eco-conscious consumers.

The ultimate goal is to remove plastic bags from the produce aisle as well by introducing a line of reusable mesh alternatives made from recycled bottles in August 2020.

Retailer creates bags that embarrass customers

Around the world, over one million plastic bags are used every minute and, even though many people cringe at the sight of a plastic bag, it's usually not because of what's written on it. That's not the case with the latest batch of bags being handed out at a Vancouver market. In an attempt to discourage people from using single-use plastics, these plastic bags are printed with large embarrassing designs.

East West Market is an independent grocery store that has been serving the community since 1996, and tries to encourage customers to bring their reusable bags when they go shopping. David Lee Kwen, East West's owner, explains "We want to help customers remember their reusable bags in a way that will really stick with them."

Currently, East West charges customers five cents per embarrassing plastic bag. They plan to continue handing out the specialty bags for the foreseeable future, but note that they'd rather no one take them. Instead, they hope to start a conversation about single-use plastic bags, as well as influence shoppers to bring their own bags.



Canola straw can be made into food wrap

For producers of canola oil, the straw is the most useless part. It's often left behind after harvesting canola. But a researcher at the University of Alberta has created a new use for the leftover straw – food wrap. The straw is mostly composed of cellulose and lignin, components that give tensile strength. The cellulose nanofibres found in the straw can be used to make see-through, plastic-like film.

The discovery comes at a very opportune time in Alberta, where most of Canada's canola is produced. In March, China started banning shipments of canola from Canadian companies.

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Sustainable living

Big change begins with retailers

Speaking to more than 900 attendees at the Consumer Goods Forum's Global Summit last June, Loblaw executive chairman Galen Weston implored attendees to work together in some unconventional ways to make greater progress on environmental issues.

"When it comes to environmental degradation and the things that our industry produces, we have an enormous challenge. I would describe it as a generational challenge," says Weston. "Probably a challenge that will take us multiple generations to properly bring under control."

The industry is up to big challenges though, according to Weston, highlighting how retailers and consumer goods companies came together around the issue of food safety to adopt standards that fundamentally changed safety in the industrial food system. Based on lessons learned from the food safety initiative and Loblaw's other efforts, Weston highlighted three areas that lead to the highest probability of success when striving for industry transformation.

The first, he says, is having consumers who care because it makes it so much easier. It makes it easier to implement change because there is consumer demand. The second thing, ironically enough, is government regulation. It is often complained about, but it helps to have governments who are interested in action. Thirdly, it helps if there is some form of economic incentive underpinning change.

All three of the conditions exist on the most topical issue in the world today – plastics. He cited research showing that 94% of Canadians want to reduce single use plastics and many governments are imposing fees related to the management of plastics. It's a huge issue for retail because the industry represents 33% of all the plastic waste produced in the world today. It a big problem but also a big opportunity because it is within the industry's ability to control.

"We make the products, we design the packaging and we decide how to sell them to consumers," Weston says. "Very few of the social sustainability issues in our industry today are that directly within our collective control. "It's not an easy problem to tackle, but probably the one that has the most chance of us being able to impact," he adds.

As Amazon, Walmart, and Target battle it out for shipping supremacy, it's not enough to be the fastest and cheapest. You also have to be the greenest. E-commerce companies have been getting blasted on YouTube unboxing videos for excess packaging, and consumers say they will shun companies that don't care about sustainability. Nielsen reports 73% of global consumers say they would change their consumption habits to reduce their impact on the environment.



Despite widespread use of blue bin programs, only 11% of the plastic used annually in Canada is actually recycled.

Donor code provides transparency

Many brands today have a giveback program but the money often goes into a "cloud" somewhere and the customer loses track of the charitable donation. There is a lack of transparency around who actually benefits from that giveback. A unique new product launch from Grosche International is taking a new approach that directly connects the user and the beneficiary.

Every water bottle in the company's new line has a code etched on it and when that code is entered into their website, it actually shows the individual family in an undeveloped country that the purchaser has sponsored. Directly connecting the customer with the change they create for someone else is a key part of the program, says Helmi Ansar, president of Grosche. "They see their photo, and a map of where the family is located in the world, making a connection between the customer and the beneficiary through the water bottle they bought."

After purchasing the Grosche water bottle, the customer is encouraged to share a post on social media using #myoasisgiveswater. For every post shared, the company provides one extra day of safe water via the safe water project.

A series of promotional videos kick off the launch this October, and 75 to 100 influencers are in line to get things rolling on social media. There will also be a full video outlining how the #myoasisgiveswater campaign can help give others safe water by sharing the hashtag and their photos with the product. Grosche will also run video ads on social platforms like Facebook and Instagram to support the influencers online and to create even more buzz.



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The Greener Good

What's new in eco-friendly, zero-waste housewares products



Bradshaw Home Canada is now distributing Twist cleaning products. All of the products are made with 100% plant-based materials. The wood pulp for the cellulose sponges comes from FSC Certified sources and all scrubbers are hand sewn into their cellulose bases. They are glue-free and dye free. All Twist cellulose sponges are certified bio-degradable when disposed of properly. The scrubbers are made with all natural fibers from hemp, agave and cotton. Included in their assortment are natural loofahs, natural cellulose sponges and plant based scrubbers.



The Hinza tote is a Swedish-made green plastic bag that was originally made in 1950 and quickly became a favourite in Swedish homes. Distributed by **Port-Style**, the bag is made from 'green plastic' that is based on a renewable raw material – sugar cane. A natural resource, it is constantly being re-generated. The bag is recycled the same way as ordinary plastic.



Also from Port-Style, these handy reusable food storage bags feature drawstring closure and zipped side for easy access. The breathable fabric provides air circulation. Designed for garlic, potatoes, onions and vegetables.



Store wine bottles in style with the Corky Hanging Display from **Cuisivin**. Made in Portugal, the sleek and elegant display holds four bottles. Made of eco-friendly Portuguese cork textile, the wine holder is natural, renewable and recyclable.



At the forefront of environmentally conscious manufacturing techniques, Eco-crystal is produced with zero atmospheric discharge. Made in Europe with electric furnaces powered by renewable energy, the lead-free crystal glasses are brilliantly clear and exceptionally constructed. The Eco-crystal line from Cuisivin includes tumblers and decanters in bold, intricate cut-crystal designs

Epicurean boards in the Gourmet Cutting Series from **Victorinox** feature a thicker profile and heavier weight. The boards give consumers the confidence to cut and chop with gusto! A juice groove on one side keeps things tidy, and there is a flat food prep surface on the other. The Gourmet Series boards are made using 3/8 inch material. All Epicurean products are crafted from materials which are both durable and eco-friendly, and they use production processes that minimize and recycle waste. The wood composite is durable, non-porous, food-safe and dishwasher-safe.



The Greener Good

Cookut's bamboo straws from **David Shaw** are a green zero waste product, made from a naturally renewable resource from sustainably managed forests. The six natural straws come with a cleaning brush all contained in a handy storage bag.



Swedish wet cloths are an all-natural, sustainable, eco-friendly alternative that is 100% biodegradable. They absorb 15 times their weight in liquid and replace a minimum of 20 rolls of paper towels. They can be cleaned and disinfected repeatedly in the washing machine, dishwasher and microwave. David Shaw currently has 95 different designs which use a special non fading bleach friendly ink so the colours remain strong and vibrant even after repeated use.



Also new from David Shaw is a 'deep fat fixer'. It lets your customers enjoy fried foods without blocked sinks and messy clean up. It makes the disposal of liquid cooking oils a snap, and helps protect our environment and waterway. The eco safe formula transforms liquid cooking oils into a solid, easy to deal with brick that can be put straight into your household green bin.



The Lekue Pickles kit provides everything needed to create the ideal anaerobic environment for fermentation. It includes: two 24-ounce glass jars with exclusive lid and valve, two adjustable pressing discs, dual purpose tongs to press and serve and a full recipe book. Available from **Intercontinental Mercantile**, the adjustable pressing disc keeps food submerged. The silicone valve on the non-slip lid allows the excess CO2 generated during fermentation to escape, ensuring the best results. The silicone case has a label holder window and the jars are stackable to save space during the fermentation process.



Groesche International is a company committed to providing clean, safe drinking water to all parts of the world. The company's new water bottles have a code etched on the side (see story in this issue). When that code is entered into the Groesche website, it actually shows the individual family that the bottle went to sponsor. Offered in a variety of colours and sizes.

Now Designs is introducing the Tiffin Splendor, offered in cool retro colours. The Tiffin was originally used to pack up a homemade meal for transport through the busy streets of India. It is made up of three stainless steel containers that stack neatly together. A snap closure keeps contents secure while a handle makes carrying convenient.



Now Designs has also launched the le Marche Shopping Bag, below right. These French-inspired shopping bags are lightweight yet can carry a load. Encourage customers to ditch the plastic bag for this reusable alternative. The new Danica Studio Paper-craft Lunch Bag is called Fierce. It's made from 90% paper with a tiger design. These sustainable lunch bags feature a magnetic snap closure and a textured finish.



The Greener Good



Reusable Beeswax food wraps from **Danesco** come in gingham or fruit patterns. The reusable wraps seal simply by using the warmth of your hands. Natural and compostable, they're available in sets of three. Also new from Danesco, goodcase straws by Fusion Brands, below left, are reusable, on-the-go straws in a slim travel case. The straws (two per case) are made of stainless steel and silicone and come with a cleaning brush. The Scrap Sack by Full Circle, below, is a compostable food bag made of recycled kraft paper with a plant-based lining and water-based ink.



Ventures International carries a range of fun, eco-friendly straws by Norpro. Black Tie party straws, below left, are biodegradable and designed for special celebrations. The set includes three stripe patterns in gold, black and grey. Colour changing straws, below right, will change their hue in seconds when immersed in ice cold liquids. Made of silicone, they can be easily trimmed down for smaller cups, Flexible and durable, they come in sets of six with cleaning brushes.



The new Eco **Ricardo** line includes reusable produce bags that are made of cotton and are machine washable in cold water. They come in three different sizes to fit a variety of fruits and vegetables. Tare weight is indicated on each bag. Available in sets of four.



Reusable food wraps by Ricardo are made of natural ingredients: organic cotton infused with beeswax, tree resin, coconut and jojoba oil. They are self-adhesive, and the breathable nature of the cotton allows from aging foods to escape. They are reusable for up to one year, then they become compostable and biodegradable.



Ricardo is also introducing this double wall cork mug, below. Made of cork and renewable material, the mug maintains hot or cold beverages longer. The cork also keeps the mug cool to the touch when filled with hot liquid. It's BPA-free.



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Countertop cooking

What's hot in toasters, grills, multi-cookers fryers & more

This appliance category is heating up!

By Dave Adamchick, Account Manager, Home, The NPD Group

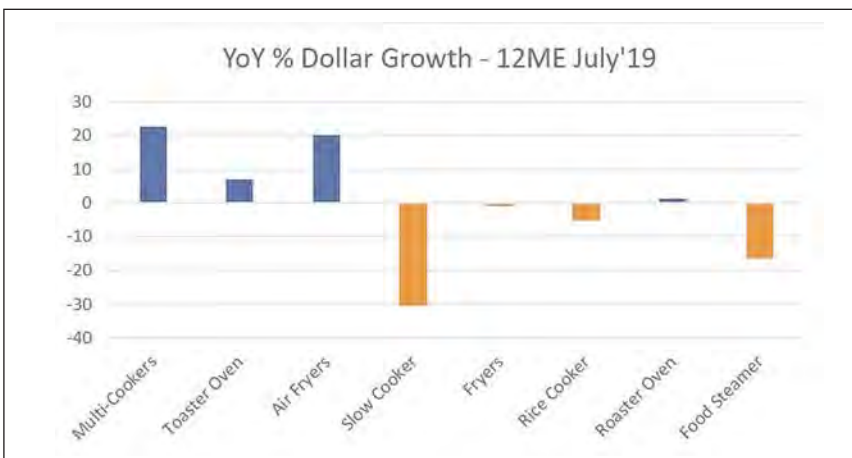


Heating and cooking appliances have been a hot item recently in the small appliance space. We've seen front of store placements with skids of multi-cookers, growth of toaster ovens and adoption of convection features, and more recently the inclusion of air fryer features into toaster ovens. Driving these devices are consumers always looking to speed up the cooking process, as well free up countertop space. Recently a Toronto developer made news by offering condos that didn't include an oven or stove. They had a convection microwave and cooktop only. Multifunctional, versatile and flexible countertop cooking devices seem to be evolving faster than the stalwart ovens, all while taking up less valuable real estate in the kitchen. Couple this with the demographic trend towards single living (according to StatsCan, 14% of Canadians aged 15+ live alone, a figure that's doubled since 1981).

Over the last three years, we've seen significant growth in Air Fryers, Multi-cookers, and Toaster ovens. Combined, these segments have grown by nearly \$70MM vs. 12ME (July 2017). Multi-cookers in particular have driven much of this growth, and it has taken a toll on the categories that this multifunctional device can replace, such as food steamers, rice cookers, and slow cookers, have been declining during this same time period. Now we're starting to see further functional integration, with manufacturers introducing multi-cookers that can roast/broil, toaster ovens that also air-fry and dehydrate, slow cookers that also sous-vide, and other specialty appliances.

It really is an exciting time in countertop cooking, where space and time saving devices are competing for share of consumer's wallets, and at the same time making the cooking process more efficient. I think the convergence of all of these features into the toaster oven form is where this is headed, because typically they have more visually appealing designs, and often have a permanent home on countertops.

Data source: The NPD Group / Retail Tracking Service



Your customers can stay warm and toasty this winter with the convenient soup maker from Philips. Simply follow the recipes provided to combine fresh ingredients directly into the soup maker where it will blend and cook the soup in under 18 minutes. Users can choose from six pre-set programs including smooth, chunky, milk-based or even cold soup options. An extra manual blending function ensures perfect results every time while SoupPro technology provides the ideal soup texture. The recipe booklet offers a wide range of inspiring, healthy soups that are easy to prepare. Simply wipe clean after use. It has a one liter capacity.



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Countertop cooking

Breville has unveiled the Toast Select Luxe, right, as part of the new Luxe Collection. This compact 2-slice toaster adjusts the toasting time for each type of bread used. The 'Lift & Look' function will check if it's done. Press 'A Bit More' in order to give the bread just that. You can follow the toasting progress with the LED countdown indicator. The range is crafted from brushed stainless steel in premium metallic finishes and chrome accents, including royal champagne, right. The Breville Luxe small appliance Collection includes the Soft Top kettle, Bam-bino Plus, Fresh & Furious, Super Q and Juice Fountain Cold XL.



The **Hamilton Beach** Sure-Crisp Digital Air Fryer Toaster Oven, shown below, is made even more versatile with a rotisserie and the powerful, even cooking of an air fryer. In addition to traditional toasting, baking, and broiling, Sure-Crisp convection cooking offers great taste with less oil. With convection cooking, you can prepare everything from French fries to chicken wings and vegetables. The 6-slice capacity suits a family as it can rotisserie a whole chicken or cook a 12-inch pizza. The intuitive controls include six settings and a digital LED panel to display pre-heating status, remaining cooking time, and current temperature. The interior of this oven features three rack positions.



The Hamilton Beach Multi-Function Pressure Cooker with steam release button safely releases steam away from hands. It uses True Slow technology to gradually raise the temperature just like a traditional slow cooker to prevent overcooking. Besides pressure-cooking, this unit is also a rice cooker, steamer and egg cooker, plus it sautés. The brown/sauté button lets you flavour meals directly in the nonstick pot.

This new digital toaster, above, features extra wide slots and a special bagel setting that toasts the cut side while warming the outside. It also offers toast boost for easy bread removal, defrost, cancel and auto shut-off functions. Easy push buttons with indicator lights make it easy to select the different functions. The slide out crumb tray makes clean up a snap.



Countertop cooking

Now anyone can enjoy crispy, flavourful fried foods without the guilt thanks to the **Cuisinart** Compact Air Fryer. Engineered to ensure golden brown results, this high-efficiency unit airfries 2.5 pounds of wings and cooks a wide variety of foods with minimal noise and maximum ease. Just turn one knob to regulate the temperature, and the other to set the timer. Designed in stainless steel with a spacious, nonstick interior, it's easy to clean.



With the CHEF iQ, below, **Chefman** has reimagined the pressure cooker, offering Bluetooth and Wifi connectivity that seamlessly pairs with the CHEF iQ App. The guided cooking recipes and prep, cooking calculator, smart bar, and favorite functions speak directly to the Multi-Cooker. For added convenience, the CHEF iQ Smart Multi-Cooker also boasts an accurate-to-the-gram integrated scale right in the cooking pot.



This fall **Swissmar** is launching the classic 8-person raclette with faux wood base finish and a cast iron grill top. It includes eight heat-resistant spatulas, eight non-stick raclette dishes and a reversible cast iron grill/crêpe top with enameled matte finish. It's interchangeable with other grill tops (sold separately). It also offers 1200 watts of variable heat control. It's UL approved, has a one year warranty and comes gift boxed with instructions. A full range of accessories are also available.



Chefman has expanded its assortment of air fryers to include the new Auto-Stir Air Fryer. An all-in-one appliance, this unit can air fry, bake, and dehydrate, with each function offering a host of presets. The added stir feature can be used to cook a whole chicken on the spit or can be used to cook foods that typically require shaking or stirring.



The **SMEG** collection of appliances from Euro-Line have a retro vibe and are now available in new Rose and Gold colours, in two and four slice models. The toasters are easily wiped clean and feature two independent control panels, automatic slice pop-up and removable crumb tray.

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Countertop cooking

Ricardo's Sous Vide Precision Cooker, below, precisely controls the temperature of the water bath for consistent, perfect cooking results. It has an LED light ring that changes colour to indicate the cooking phase, 1000 watts to heat water faster and a touch screen digital control panel.



Ricardo is introducing a new 8-person electric raclette set, shown above, that offers a contemporary, sleek design for the modern kitchen. The lower shelf stores hot raclette dishes when they're not being used, simplifying the meal and making it even more user-friendly. The versatile heat-resistant tongs double as scrapers so that each guest can easily manipulate their food. The reversible, non-stick cooktop griddle and grill is ideal for making pancakes, frying eggs or grilling vegetables and meat. It's made with the patented THE ROCK technology to provide durable, outstanding non-stick release of all foods and making clean up quick and easy.



The Swan retro series from Salton combines a timeless British classic with a contemporary design. The 4-slice toaster, left in blue, comes with an electronic browning control and slide out crumb tray. With the new Salton Smokeless Grill, below, you can grill indoors with no smoke thanks to coil heating technology and a cross flow fan. The Heating Coil provides precise cooking with variable temperature control while the Cross Flow Fan guides smoke away from surface. This grill is completely



detachable making it easy to clean and most parts can be put in the dishwasher after use and reassembled when clean. The Salton Hot Dog Toaster, above, cooks hot dogs while toasting buns in under five minutes. It makes two hot dogs in two easy steps: insert your hot dogs and buns into the toasting slots, set the desired cooking level and press the lever. It's equipped with five cooking levels so you can toast your hot dogs and buns to individual preference. Easy to clean with removable hot dog basket and tongs included.





The ActiCook & Stir from T-fal is a one-pot multicooker offering a unique self-stirring paddle. It can sauté, slow cook, and even make yogurt and bread easily and effortlessly. It is the only self-stirring multicooker that infuses flavour at the push of a button. It features a spherical cooking bowl that provides outstanding heat circulation for even cooking results. The pot's ceramic coating ensures long-lasting non-stick performance.

With 18 cooking modes, it delivers the ultimate in versatility. Also new from T-fal is this odourless deep fryer, right. It has a two-stage odour filtration system to remove up to 74% of frying smoke and odour. It features premium steel housing, a removable 3.5-litre oil tank, aluminum

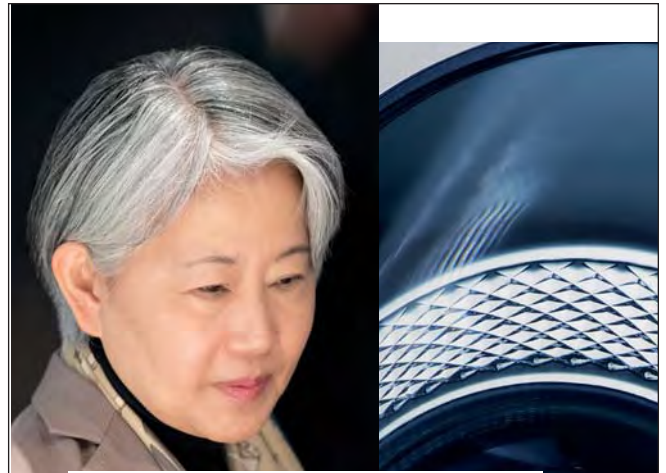


filter and charcoal filter cover. It's also dishwasher-safe.

The ActriFry Genius 2-in-1, below, can cook two delicious healthy fried dishes at the same time to provide a complete meal for the whole family.

Cook up to 1.7 kg of crispy fries in the pan while the tray above uses the same dual motion technology to serve up a sizzling chicken or fried steak.

The ActiFry Genius 2-in-1 features nine intelligent menus for perfectly cooked meals.




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Toronto Gift + Home Market

Change is never easy, even when it's necessary, but the Canadian Gift Association is to be congratulated for its successful redesign and transformation of the Toronto Gift + Home Market. Making its debut in one building (the Congress Centre) this past August, the show featured a brand new look, and a more modern approach to bringing buyers and sellers together. The free WiFi was most welcome, as were the new comfort stations and coffee shops.

With Pinball Clements making his keynote address on Sunday morning, the opening got off to a rousing start. And it ended with a bang as well as CanGift hosted the after-hours Market Mixer cocktail party in the North Lobby. In between, retailers were able to rest in on-site lounges or browse several new feature areas, including one displaying all Canadian-made products.

Although there were the expected growing pains of any new venture, overall, the response was positive to the August show. And although traffic may have been down slightly for some, the fact is, the number of retailers is also down slightly. What made this show so impactful was the opportunity for vendors to connect with new retail channels. The change to the North Hall location made all housewares exhibits look new and fresh to buyers who had never bothered to visit Hall 7 in the past.

"I loved the new show and its new format," says Claire Lauzon of Ma Cuisine in Ottawa. "The new layout will save a lot of time for everyone and the cocktail hour was very much appreciated! What a great way for people to socialize after the show closes."

Members of the Canadian Housewares Committee, who championed the changes in the show and encouraged their retail customers to participate, were pleased with the results.

Bob Burke at Portmeirion appreciated the new look. "My team loved the re-branding. CanGift did a terrific job with



Pinball Clements got the show off to a rousing start with his keynote address on Sunday morning.

the redesign – a huge undertaking!"

Melissa Howard at Portmeirion says they could sense a new energy in the air. "We loved the new format and thought the venue for the Market Mixer on Sunday night was terrific. The one building change to the Congress Centre brought a re-energized attitude to the show. It would be nice to see more definition or markings outlining the housewares section to make it stand out."

At the Meyer booth, Cathy Campbell was very enthusiastic about CanGift's efforts. "The show did a very good job combining the exhibit booths by categories with most housewares companies together. And the 'Canadiana' feature display in the lobby brought us new customers who wanted cookware made in Canada."

"The new show was an improvement for us in terms of new leads," says Derek Marcotte at Wüsthof Canada. "We took the opportunity to fully re-

design our exhibit space to reflect our company's new look and were pleasantly surprised. We also noticed a much higher presence in media but show organizers need to do more. Despite the fact this is a trade show, consumers should know what is happening in the back scenes and how retailers and resellers source product."

Brigitte Roy at Danesco found there were many benefits to the new location. "The show was very successful for us and sales surpassed our expectations. We gained many new customers because of our new location and received positive feedback from the vast majority of customers. Retailers recognized the need for renewal."

She adds "a few kitchen specialty retailers were disappointed by the number of housewares exhibitors, however. The show has improved on many aspects in terms of services to the visitors. The main challenge now is to ensure that a critical mass of housewares companies continue to exhibit. We need to find a way to attract new companies while retaining current exhibitors."

Having one single location for the market was clearly the biggest bonus for everyone involved. "The north building location as a whole provided a nicer, airier experience," says Amanda Georgakis at Le Creuset. "Also, being paired with the home décor exhibitors brought in some new traffic for the housewares community. More importantly, the retailers appeared to be excited about the new housewares location and many commented that it was refreshing to have a new experience at the show."

Overall, she feels the redesign was a step in the right direction. "We had a successful show with the customers we did meet with, however we did feel there was a further drop in retailer attendance compared to previous years."

Katherine Samuel at Port-Style also loved the change in venue. "People walked past our booth who had no idea

Show Review

who we were, which helped open a number of new accounts. We used our position in the aisle to show items that are not typical of housewares such as shopping bags. The area had some great looking exhibits as many vendors took the opportunity to build new booths."

"It was a great show and the new set-up was terrific," says Craig Hamilton at iDesign. "Retail buyers had to get used to shopping an entirely new route but I think everyone appreciated the effort to make it a better buying experience. Just like rearranging sections in a store, things look new again! And free WiFi – I never thought I would see the day!"

Danica created a new exhibit for the August show and Margaret Szegvary says they had "a surprisingly terrific show. We displayed a group of Canadiana products and happily met some new tourism venue customers, which was unexpected."

Many housewares exhibitors and their customers were able to attend the Sunday evening Market Mixer, though many more were unable to get in as it sold out early. Drink prices were on the high side (it is the Congress Centre after all) but the response was overwhelmingly positive and guests were grateful for the opportunity to mingle after

hours (see photos on following pages).

"The Sunday evening Market Mixer was fantastic," says Meyer's Cathy Campbell. "The food was awesome and service was outstanding. I would love to see it at every show as it's a great chance to relax and mingle on a social level with everyone."

The next edition of the Toronto Gift + Home Market will be presented January 26 to 30 at the Toronto Congress Centre.

New feature areas at the spring market included displays devoted to Canadian-made products and sustainable living.



Toronto Market Mixer!

It was the perfect ending to the opening day of the Toronto Gift + Home Market – a cocktail party on-site after hours that let exhibitors and retailers mix and mingle. Held in the North Lobby, the event sold out early, with 800 people registered. The party featured fabulous food, a bubbling blue signature martini (that was delicious) and music mixed by Toronto’s premier DJ Conor Cutz.



Claire Lauzon of Ma Cuisine in Ottawa, right, attended the party with Renée Levesque. Renée recently purchased the retail space right next door to Claire’s shop to open her own retail store.



Elena Faita, left, and Annie Métivier of Quiccaillerie Dante with Lise Filion of Port-Style and Gino Andreoli of Linen Chest.



Isabelle Gagnon and Candace Sutcliffe of CA Paradis, far left, with Daniel Oehy of Swissmar, Claire Breeze of Kitchen Boutique, Jogi Sudnik of Jogi’s Imports and Laurie Oehy of the Academy of Culinary Arts.



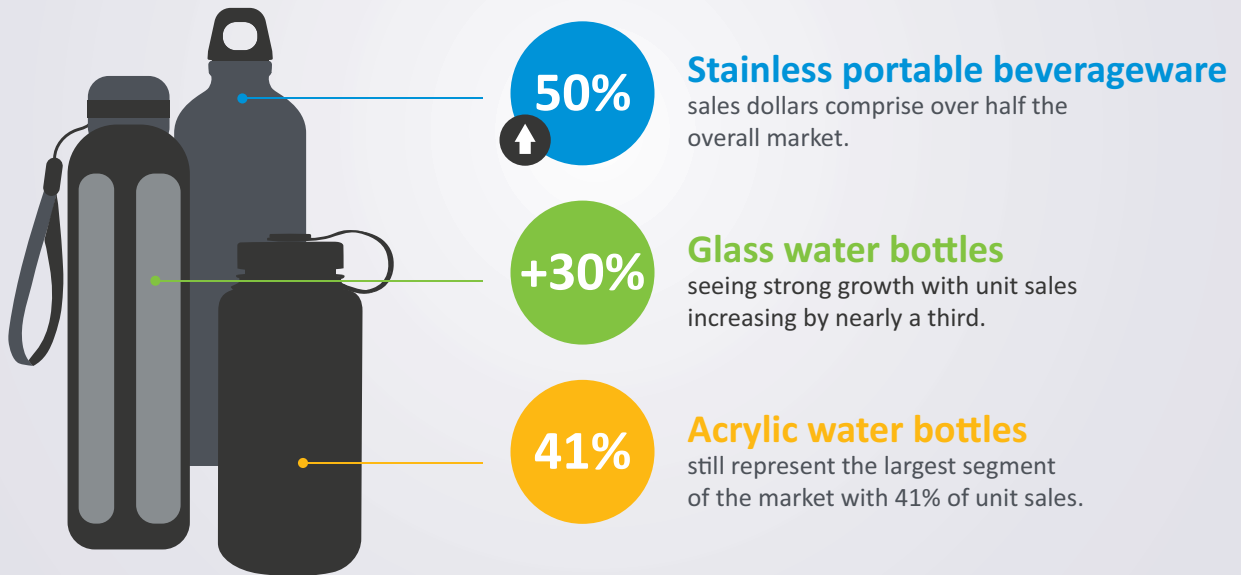
Allison Nicholson, left, and Bert Plomer of Grace In The Kitchen with Ottawa-area sales rep Jennifer Frankland and Quebec-based rep Sylvie Champagne.



Lisa Ward (Danesco, National Account Manager), Craig Hamilton (iDesign, Director of Sales, Canada), Trevor Masson (iDesign, VP of Field Sales), Tara Reinke (iDesign, Sales Coordinator).

The Shift Toward Stainless and Glass

Do you understand what the shift toward health and wellness in Canada means for your business? 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 — away from plastics. **Here's a closer look.**



Over half the electric kettle unit volume is now glass or chrome/stainless steel material models.

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

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



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Toronto Market Mixer!



Brent Bondarenko, left, of Kitchen Therapy, left, and Peter Alyward and Don Moores of HOME on water st. enjoy the event's signature drink – a blue martini.



Laurie O'Halloran of *Home Style Magazine*, right, with Anita Schacter, president of the Canadian Gift Association, who was justifiably proud of the redesigned market that was the result of two-plus years of planning.



Diane Paquet of G. D'Aoust & Cie, left, with Nadine Legault of Groupe Marketing.



Dawn Singer, France Leclair and Marion Burns of Danesco celebrate after a successful first day at the market.



Margaret Szegvary, right, and Chris Jawanda of Danica with Catherine Van Schaik of Ventures International.



Lisa Jennings of Masstown Market in Nova Scotia is shown with Ralph Berry and CY Wong of Royal Selangor/Portmeirion.

The Inspired Home Show celebrates independent retailers

By Jon Jesse,
Vice President, Industry Development
International Housewares Association

The retail landscape is changing rapidly and all stores – whether mass, specialty, independent, gift or some combination of these – are looking for ways to evolve, compete and win in this new economy.

The International Housewares Association recognizes the unique challenges and opportunities that come with being an independent retailer of home goods in 2020. To help these retailers find solutions to the challenges they face, The Inspired Home Show (formerly the International Home + Housewares Show) will hold a one-half day educational and networking event on Friday, March 13th focusing on how to succeed as an independent retailer in today's environment. This pre-Show event, to be held at McCormick Place the day before the Show opens, is exclusive to independent retailers that sell home and housewares goods. There is no charge, but an RSVP is required.

The Independent's Day program begins at 12:45 p.m. with check-in and closes with a networking reception at 4:45 p.m. The educational sessions will feature:

- "How On-Trend Products Can Make In-Store Shopping A Must and Bolster Store Sales and Profits" by Tom Mirabile, co-founder and principal, Springboard Insights, and IHA's consumer trend forecaster.
- "Proven Techniques to Increase Sales, Profit & Cash Flow" by Paul Erickson, director, marketing & sales, Management One.
- "Catching Like Wildfire: Using Social Influencers," by Lenise Willis, editor-in-chief, Gifts & Decorative Accessories.
- "Sidelines That Sell, Merchandise Strategies to Help Your Store Succeed," Ari Lowenstein, past president, Gift Sales Manager Association.

Independent retailers are a key customer for housewares suppliers and are critical to the success of the Show's exhibitors. They bring high value to the industry by building relationships between brands and the consumer because of the customer service they provide. Given their smaller store size, an independent retailer's staff is usually very knowledgeable about the products they carry and can provide customers with more personalized service. They have become a brand ambassador for the brands they carry and can explain the benefits and differences between products, educating their customers in a way that larger retailers can't.

In addition, independent retailers can react quicker to changing trends and dynamics in the marketplace, such as the desire by consumers to want homes that reflect their personalities and lifestyles. The rebranding of the International Home + Housewares Show to The Inspired Home Show does just that by aligning the industry's premier marketplace with consumer trends shifting from functional home design to aspirational lifestyle development.

The Inspired Home Show 2020 will bring more than 50,000 industry attendees and 2,200 exhibitors around the newest product designs, trends and innovations that spark personal brand and lifestyle aspirations. To reserve your spot for Independent's Day, visit TheInspiredHomeShow.com/IndependentsDay.

To register for a Show badge, visit TheInspiredHomeShow.com.

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One on one with Ricardo

Canada's favourite celebrity chef discusses his latest projects

Every time celebrity chef Ricardo designs a new kitchen tool, whether it's for cooking or entertaining, he asks himself the same question: "Will this tool save time, effort and money?" It's that simple philosophy that has helped create some of the industry's most functional and innovative kitchen products.

With a complete line of kitchenware available at over 800 points of sale across the country, an expanding retail footprint (three restaurant-shops under the RICARDO Boutique + Café banner in Laval, Quebec City and Saint-Lambert just outside of Montreal) and an online store, the chef, author, TV personality, entrepreneur and *Toronto Star* columnist strives to enhance the cooking experience.

Ricardo's inspiration is an extension of his mission to promote the importance of cooking and eating together across Canada. "Every kitchen accessory is designed to support the modern family that loves to cook but may not have the time," he explains.

His line now offers more than 200 products food prep tools, cookware,



bakeware and a growing collection of small electrics. Each piece is designed with practicality in mind to make life easier in the kitchen while providing high quality tools at an affordable price.

"Because of the innovative designs, these products are truly in a class of their own. They stand apart from everything else on the market," he says.

Exemplifying that mandate, Ricardo's new digital electric fondue set features three, pre-programmed functions for cheese, broth and (yes!) chocolate. Shown below, the appliance provides precise control to maintain the content's ideal temperature throughout the meal.

Everyone can enjoy dinner without worrying about the cheese burning or sticking to the pot, or the broth from overboiling and evaporating.

When designing the electric fondue set, Ricardo says he wanted something that was completely unique, practical and safe. This fon-

due set is exactly that. And like all of Ricardo's small appliances, it comes with a selection of recipes.

Another innovative appliance being launched is an 8-person Reversible Raclette Set. It features a storage level that allows users to shelve hot raclette pans when not in use. And the patented THE ROCK non-stick plate provides outstanding release performance.

Plans for spring 2020 include the addition of over 20 new items across all categories! The new collection features an electric personal blender (shown below) that has

been designed to provide a healthy solution on the go, a self-watering herb planter to keep herbs fresher longer and complementary accessories for the newly launched sous vide precision cooker.

Ricardo says he will also continue to extend his ECO line that was introduced to the market this Fall. Made of natural elements that are biodegradable, washable and reusable to reduce the overconsumption of single-use and disposable products, this collection is intended to be a sensible choice for the environment.

Next spring retailers can expect to see a new range of eco-friendly reusable beeswax bags, a beeswax roll, a PLA water bottle, a washable paper lunch bag and much more from Ricardo. (See review in this issue.)

"The joy of cooking starts with the right tools," says this popular chef.





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