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FOX RUN BRANDS™ LAUNCHES SUZIE Q™ BRAND

IVYLAND, Pa., January 20, 2015 /PRNewswire/ -- Today Fox Run Brands has announced a launch of a new kitchen tools + gadget brand named Suzie Q. The new brand will debut at Ambiente in Frankfurt, Germany in February 2015 with 20 retro-inspired kitchen tools.

The introduction of Suzie Q is one of three new brands launched by Fox Run Brands in as many years, marking a significant departure from the previous years growth by acquisition model. The new brand is rooted in the dependable design quality and materials of the past while being inspired by the emotional connection of such tools.

Suzie Q will offer tried and revered aesthetics mixed with modern technology that is distinctly different than the typical kitchen tools that dominate the category today. Wood handles in 5 bright colors and stainless steel accents are designed to meet a growing demand for wholesome & innovative tools. Inspired by the hand-made tools from over half a century ago, Suzie Q will focus on bringing style, utility, and confidence back to your kitchen.

The entire collection will be available to retailers in August 2015. The launch will feature items such as whisks, spatulas, ice cream spades, cutting boards, timers, and much more.

ABOUT FOX RUN BRANDS

Founded 40 years ago as a manufacturer of cookie cutters, Fox Run Brands is a multi-brand company with one of the broadest product lines for the kitchen in the industry. Fox Run Brands is headquartered in Ivyland, Pennsylvania but also has operations in Toronto, Canada and Shanghai, China.

If you would like more information regarding this topic, please contact Fox Run Brands' Media Contact, Lauren Vedder, directly at 815.353.2989 or lauren.vedder@foxrunbrands.com.