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KITCHENWARE NEWS

Housewares Review

SERVING KITCHENWARE, HOME DECOR AND GIFTWARE MARKETS

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Housewares Manufacturers Respond With Fresh Products to Complement Fresh Produce

BY LORRIE BAUMANN

Coached by a generation of chefs with television shows, consumers have learned to ask for fresh, local and organic products. Grocers are now teaching them to look for those at the grocery store as well as the farmers market, and housewares manufacturers and retailers are offering new products to help consumers make good use of their fresh produce once they get it back to their home kitchens.

"I think people are buying local now more than ever," said Pat Brown, CEO of the Natural Food Group, which includes Mrs.

Green's Natural Market, Planet Organic Market and Richtree Natural Market restaurants in New York, the Mid-Atlantic, Chicago and Canada. Consumers are asking more questions now about where their food comes from, Brown said. "It forces the hand of the retailer to go out and get that product ... Organic sales are growing at a high rate as well, but the consumer is interested in buying food in their neighborhood from people who grow it in their neighborhood."

According to the U.S. Department of Agriculture, total local food sales last year amounted

to \$6.1 billion, of which only \$1.31 billion in sales occurred directly from farmers to consumers through farmers markets, u-pick farms and farm stands. Sales from farms that passed through the hands of intermediates – restaurants, distributors and retailers – grew from \$2.7 billion in 2008 to \$3.35 billion in 2012.

Kitchenware manufacturers displaying their products at the International Home + Housewares Show this year demonstrated that they're also

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Las Vegas Market 10th Anniversary Brings Gourmet Housewares Launch and More

BY AMBER GALLEGOS

The Summer 2015 Las Vegas Market will celebrate its 10th anniversary this August with the unveiling of a new, permanent home for gourmet housewares. The summer market will conclude its third and final phase of strategic growth that began in 2012 with the culmination of the launch of C11, a new showroom floor for gourmet housewares, tabletop, gift and specialty food.

"This introduction is part of a phased plan that was announced in July 2012 to formally launch a comprehensive gift and home market in Las Vegas," says Dorothy Belshaw, President of Gift & Home Décor, International Market Centers. "That plan extended over a three year period, culminating with Summer 2015 market. It included a number of elements, one of which was to consolidate and re-merchandise existing resources, expand existing categories and add new categories – such as gourmet housewares, specialty tabletop and better home decor – within the overall gift and home umbrella."

Since the plan began, building C has evolved to feature 10 full floors of gift and home product at relatively high levels of occupancy, says Belshaw. After successfully adding other gift categories, kitchenwares and housewares was the last of the vertical categories to be launched within the gift spectrum.

The new permanent home for gourmet housewares consists of

Edible Gifting with Sweet Creations by Good Cook

BY AMBER GALLEGOS

Sweet Creations by Good Cook is the newest brand from Bradshaw International looking to make a name for itself among the DIY crowd inspired by Pinterest. The brand focuses on the concept of edible gifting by offering customers the tools they need to take a stab at a trendy baking project and then see it through from start to finish with useful tools,

specialty bakeware, and creative gift packaging.

First introduced in 2012 for the holiday season, Sweet Creations has since expanded to include an everyday collection along with seasonal collections for spring, summer, Halloween and Valentine's Day. Where Good Cook has been a grocery and mass accounts staple, Sweet Creations seeks to appeal to independent specialty retailers



through its assortment of unique baking tools and gadgets that are competitively priced for the average busy mom who doesn't want to invest too much in baking gear, but still wants great results.

"Our customer is somebody who enjoys doing do-it-yourself projects, she probably spends time on Pinterest, likes to find different images that her friends are posting on Instagram and Facebook," says Keri Anderson, Sweet Creations Senior Product Manager. "She

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Faraday's Kitchen Store Keeps Austin Whisked

BY AMBER GALLEGOS

This summer in Austin, Texas, 300 kids will descend upon Faraday's Kitchen Store for the Summer Kids Camp that takes place over the course of 10 weeks. Meanwhile, business will continue as usual at the retail kitchenware store. Cooking classes for adults will be held at night and on weekends, in-store demonstrations will take place, and customers can shop cookware, cutlery, gadgets and bakeware offered in the good, better, best type of product assortment that the store carries.

It's a far cry from the corporate world that owners Tony Curtis-Wellings and his wife Melissa decided to leave 10 years ago, but exactly the sort of independent venture they were looking for.

When the Curtis-Wellings' left Boca Raton, Florida for Austin, they didn't know exactly what they would end up doing, they just knew that they didn't want to work for other people any longer. It was 2005 and Tony found himself in a parking lot



staring at a Starbucks on Valentine's Day when inspiration struck. Next door to the coffee shop was a Williams-Sonoma with more customers entering at the moment than the Starbucks. Unfamiliar with the store, he walked in to discover that it was a gourmet cookware shop and inquired about franchising. He learned that they did not offer a franchise option, nor did its

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Gadget of the Month

Six Baking Gadgets to Try Now

There's no shortage of baking gadgets infiltrating the market every year. Sorting through gadgets that truly offer something new or add convenience versus the ones that are just old classics with new colors is the difficult part. Here are six gadgets for baking that offer innovative features to take on all of the latest baking trends.



Baking is all about custom flavors and colors right now and Cupcake Dividers from Bakelicious allow home bakers to achieve this with ease. The dividers are placed in the cavities of a cupcake pan prior to baking or pouring the batter so that a single cupcake is



split into four sections. Once the divider is in place, the batter is poured into the four sections as desired, then removed, and the cupcakes are ready to bake. This allows for up to four different flavors or colors in one cupcake. Users can color coordinate the cupcake colors to their events, or make custom flavor mixes. The Cupcake Dividers are each two separate pieces that slide apart for easy cleaning. A set of 12 Cupcake Dividers retails for \$9.99.

The Color Swirl™ Tri-Color Coupler from Wilton also lends well to baking customization. The coupler interlocks three decorating bags and allows users to swirl two or three colors together with one simple piping motion. Just connect the coupler pieces, cover with a decorating tip and secure with the included ring. The ring holds the decorating tip secure while piping. Wilton has also come out with the Color Right Performance Color System to make custom colors easily and the Treatology Flavor System for creating custom flavors, combine the Color Swirl with these products and the personalization options are endless and sure to be striking.

Pastrio™ and Sugar Coat™ from Chef'n give home bakers essential tools without taking up too much room. The nesting tools each combine three tools in one and have matching red, orange and white colors. Pastrio is a twist on the classic bench scraper, combining a metal bench scraper, a plastic bench scraper, and a plastic bowl scraper. Users can cut evenly with the metal scraper that has ruler markings along the edge, and use the plastic one on sensitive surfaces, like a Silpat baking mat. The bowl scraper has a rounded edge to reach all areas and collect ingredients. The three pieces nest together

by sliding under the hand grip of the metal scraper.

Pastrio has a suggested retail price of \$9.99.

Sugar Coat 3-in-1 Offset Spatula Set combines a large and small spatula with a reusable cake tester in a nesting design for compact storage. The large offset spatula is 7.75 inches long so it can frost large areas of cake at a time, lift cake layers, or move warm cookies. The smaller spatula is 4.5 inches



long and is flexible for detailing. Both spatulas have sturdy nylon handles and stainless steel blades. Since the cake tester nests right into the smaller spatula it will always be easy to



find among other tools and utensils. Sugar Coat has a suggested retail price of \$9.99.

Norpro's Linzer Cookie Cutter 8-Piece Set is a classic baking tool that helps making linzer cookies quick and easy. Norpro's version of the cookie cutter is notable because in addition to the scallop cutter, it has eight different interchangeable middle shapes (star, heart, club, diamond, triangle, hexagon, hexafoil, and curved square), plus a storage



container to keep all the pieces together in one place. The set is not limited to making linzer cookies either. The cutters can be used for fondant and decorating pastries, as well as for sandwiches, cold cuts, cheeses, fruits and vegetables, and basically making bento box lunches that look like they are ready for a close-up.

The Confectionary Funnel from Rösle is another tool in the kitchen that makes a range of baking tasks easier. The stainless steel funnel has a 1.3-quart capacity and comes equipped with a mount to hold the funnel and two interchangeable nozzles. The funnel allows home cooks to achieve the decorative finishes created by chefs in restaurants for exact portioning of sauces, preparing desserts and filling pastries. A home baker can control the flow and quantity of the filling, icing, or garnish released by adjusting a dial on the handle. The desired amount of liquid is dispersed with a simple push of a button at the top of the ergonomic handle. The funnel can be disassembled and placed in the dishwasher for cleaning. It can even be used for pouring soups drip-free and garnishing savory meals with sauces. The Confectionary Funnel has a suggested retail price of \$135. **KN**