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KITCHENWARE NEWS

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Encouraging the Impulse Buy

BY AMBER GALLEGOS

Impulse buys can make the difference between a good and a great holiday season for retailers. While customers are in the gifting mood, independent gourmet kitchen stores can seize the opportunity and encourage impulse buys with a few tricks that add up to higher sales tickets.

A broad definition of impulse buys is that they're simply an unplanned purchase. It is a shifting of a customer's mindset from an interest to the strong urge to buy, says Doug Fleener, President and Managing Partner of Dynamic Experiences Group,

a retail and customer experience consulting firm based in Massachusetts.

This definition is further refined by David Goodwin, Owner of Retail Training Services in Pennsylvania, which provides training and consulting services for retailers, large and small, in person and through online training courses. Goodwin identifies three aspects of a product that make for a good impulse item. One is that it solves a problem for the customer. Think about how batteries are always in check out lines; cookie cutters might be the kitchenware equivalent during the holidays.

Whereas they might not be so prominently featured throughout the rest of the year, the fourth quarter is the time to remind customers that they just might need some.

Two is that it is a consumable product. This is a season for cinnamon and pumpkin pie spice as well as for beautiful pepper grinders to decorate the holiday table, and a retailer can act on this by making sure those special gourmet meal components are readily available. The third is that there is some novelty or excitement around the product.

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Home Cooking the Artisan Way

BY RICHARD THOMPSON

New home cooking services like Earthivore are providing locally produced ingredients and healthy meal plans to busy consumers and new foodies. Earthivore, a Colorado-based home cooking and meal planning company, provides Paleo meal plans and culinary classes for home cooks right in their own kitchen. Katie Kuitter, Owner of Earthivore, shows customers how to achieve healthier eating habits and understand cooking techniques through home lessons, cooking classes and health coaching. Starting out as a business to support busy people and provide them help to become more efficient home cooks, Kuitter says that having the proper cookware in the kitchen is as essential as the ingredients being used.

"Personally I love the Cuisinart brand. A food processor is indispensable," says Kuitter, "Also, a slow cooker that has a digital timer is every home cook's best friend."

Kuitter uses a KitchenAid vegetable peeler and the Santoku knife at home for all of her chopping and dicing. Measuring cups and spoons are a necessity for any home cook, and Kuitter recommends stainless steel due to its durability. For that added confidence in the kitchen, having cooking items like a silicon spatula, a garlic press and KitchenAid kitchen shears make for a quality investment.

Using any kind of cutting board that is made of wood is not preferred since liquids will soak into the board, so she uses the Epicurean Cutting Board that's made of materials that are green and environmentally conscientious. "I love that board the best," says Kuitter.

Stressing the importance of having proper baking equipment to aid in home cooking success, Kuitter finds that having a three-

Small Plates For Big Tastes

BY MICAH CHEEK

Small plate dining is a winning formula in restaurants around the country and can be a fun way to entertain at home as well. One advantage to serving in this style is the opportunity to showcase many different types of food in small portions. Chef Hosea Rosenberg, Top Chef winner and Chef Owner of Blackbelly Market, has used this style to his advantage in dining and catering. "If you've got a bunch of people and want to try a bunch of things, small plates is the way to go," Rosenberg says.

Small plate presentation can be as simple as making a charcuterie board available, with little plates that guests can fill. "I love wooden boards; different shaped cutting boards work great for this style of dining," says Rosenberg. Guests can pluck charcuterie and cheese directly off the board and make use of small side dishes of sauces. Long or oval medium sized platters offer an attractive way to line up bite-sized servings.

To reduce the amount of stress on the host, Rosenberg suggests starting with cold or room temperature foods and doing hot

selections all at once towards the end of the meal. This way, a host can lessen the amount of time spent cooking while entertaining. Attention should also be paid to the number of guests attending, to ensure the host is not overwhelmed by serving responsibilities. "If you're a little green in the kitchen, I would keep it to 10 or less," says Rosenberg. Bowls of hummus and dips are a great first round choice. They can be served alongside pieces of flatbread and small bowls of

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Habitat in Lincoln, Nebraska Celebrates 40 Years of Contemporary Style

BY AMBER GALLEGOS

Habitat in Lincoln, Nebraska just celebrated 40 years in business with a bang. The kitchen, home and gift store's celebration included both John and Jana Clark, who currently own and run the store, and John's parents, Mary and Ken Clark who initially started the business decades ago in 1975.

Mary Clark began the business in downtown Lincoln with the approach that one's home is more than just where you live; it is a

habitat that should reflect personal style, be comfortable and



make you want to spend time there. She was followed into the business by her son John, who took on the management role in

2006, after having grown up in and around Habitat, working here and there throughout high school, and summers back home from college. Mary did the buying until 2012, when John took on full ownership of the store.

"That's when kitchen expanded to the point where it is today because I really wanted to aggressively add more kitchen items at that point," says Clark. "I've always had an interest in

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The Knife Rack

Calphalon Launches KnifeSkills.com

Calphalon® has announced the launch of KnifeSkills.com, a dynamic, inspirational, and instructional website featuring videos that showcase cutlery tips and best practices. These videos highlight the key benefit of new Calphalon Self-Sharpening Cutlery – knives that automatically sharpen every time you use them.

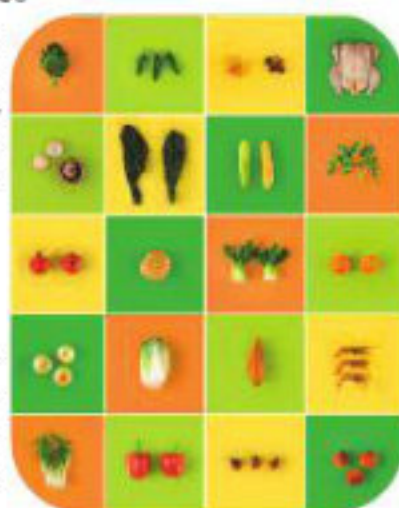
KnifeSkills.com features five professional chefs demonstrating dynamic and superior cutting techniques using a variety of Calphalon Self-Sharpening knives. The 50 short videos educate and inspire home cooks and include a huge array of how-to content, including – but not limited to – dicing mango, mincing ginger, butterflying pork tenderloin, filleting salmon, julienning celery root, chopping papaya, and even preparing squid three ways.

“Whether you are a rookie or well-traveled pro in the kitchen, both KnifeSkills.com and Calphalon Self-Sharpening Cutlery shows the essential cutting tricks and techniques that can only be achieved with a sharp blade,” said Justin Bluth, Director of Brand Marketing for Calphalon. “We are excited to provide home cooks with these entertaining and engaging

educational videos, so that they can continue to sharpen their kitchen skills.”

Calphalon Self-Sharpening Cutlery with SharpIN™ technology automatically sharpens knives with every use, and are available in a variety of product lines, including Classic, Contemporary and Precision. The Classic line is made from high-carbon, no-stain forged steel, while both the Contemporary and Precision lines are made from high-carbon, fully-forged German Steel. Each knife is conveniently labeled on the end of the handle for easy identification in the block. Prices range from \$129.99 to \$299.99 for full sets. All Calphalon Self-Sharpening Cutlery sets featuring SharpIN technology come with a full lifetime warranty.

For more information, visit www.calphalon.com. **KN**



JK Adams Hires Kasperzak and Associates for Sales Representation in Southeast

JK Adams Company has hired Kasperzak and Associates as its new sales representatives for North Carolina, South Carolina, Georgia, Florida, Tennessee, Alabama and Mississippi.

“We are thrilled to be working with Joel and his team and believe that they share the

focused sales representatives, Kasperzak and Associates maintains a showroom at AmericasMart in Atlanta. JK Adams will display some products there, but will also continue to feature a larger display of products in its dedicated showroom just

 **JK Adams**
For Your Kitchen, Home and Life

same commitment we have to delivering exceptional products, combined with knowledgeable and personal service to all of our retail partners,” said Jon Blatchford, President of JK Adams.

In addition to having five regionally

down the hall. Sharon Rishell, JK Adams’ National Sales Manager, said that, “This combination will provide our retail partners with the best opportunity to experience the quality and breadth of our line of USA-made products.” **KN**

Pakka Wood Steakhouse Knife Set by Outset

These four jumbo-sized pakka wood steak knives are sturdy, sleek and beautiful, giving you the feel of dining out at a high end steakhouse. The set features forged stainless steel construction and pakka wood handles that are an outstanding material of exceptional quality and long-lasting beauty.

Suggested Retail Price: \$49.99

Fox Run Brands
215.675.7700 x108
www.outsetinc.com



Chicago Cutlery Insignia Steel 4-Piece Steak Knife Set

These Chicago Cutlery® Insignia Steel™ steak knives have professional stainless steel blades that are sturdy and resist pitting, staining and rusting. The full-tang adds strength, balance, and control, while the sleek and contemporary stainless steel handles are contoured for comfort.

Suggested Retail Price: \$29.99

World Kitchen LLC
855.495.7253
www.ChicagoCutlery.com



CLASSIC IKON 4-Piece Steak Knife Set

The CLASSIC IKON 4-Piece Steak Knife Set contains four 4.5-inch, full-tang steak knives with WÜSTHOF’s signature CLASSIC IKON handle. CLASSIC IKON knives feature a distinctive, double bolster design for professional-style heft, exceptional balance and beauty. The precision bolster is angled back on the handle for added comfort and excellent control, and allows the chef or home cook to sharpen the full length of the blade. Additionally, CLASSIC IKON knives feature WÜSTHOF’s patented Precision Edge Technology (PEtec). The razor-sharp blades have absolutely equal angles on both sides, which is a result of using guided, state-of-the-art lasers, and exclusive WÜSTHOF technology. Sharpness has increased by 20 percent, and CLASSIC IKON knives now maintain their edge twice as long.

Suggested Retail Price: \$289.99

WÜSTHOF-Trident of America, Inc.
800.289.9878
www.wusthof.com



4-Piece Classic Stainless Steel Steak Knife Set

This 4-Piece Steak Knife Set from Oneida boasts high-carbon stainless steel blades, forged bolsters and a full stainless steel handle. The steel handles are hollow, making each piece strong yet lightweight. Every serrated blade is taper ground for added strength. The set is perfect for adding on to existing Oneida flatware collections or for creating a new one.

Suggested Retail Price: \$14.99

Robinson Home Products
440.796.4426
www.oneida.com

