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KITCHENWARE NEWS

Housewares Review

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www.kitchenwarenews.com

Kitchenware for a New Diet

The next edition of the U.S. Department of Agriculture's Dietary Guidelines for Americans is due to be issued this year, but the broad outline for those guidelines has already been released in the form of the Scientific Report of the 2015 Dietary Guidelines Advisory Committee. Among the highlights of the report: suggestions for more urging for Americans to modify their diets and get more exercise; more pressure on the food industry to reformulate food products in a healthier direction; and a tax on sugar-sweetened beverages, snack foods and desserts that could be used to fund obesity prevention

programs.

The U.S. government uses the Dietary Guidelines as the basis of its food assistance programs, nutrition education efforts and decisions about national health objectives, including the menu planning for the National School Lunch Program. Dietary Guidelines for Americans were first released in 1980 and have been updated every five years since. The point of this report from the advisory committee is to inform the next edition of the Dietary Guidelines.

Today, about half of all American adults have one or more preventable chronic diseases related to their diets and about

two thirds of American adults are overweight or obese. These two conditions have been highly prevalent for more than two decades, and few, if any,



improvements in consumers' food choices have been seen in recent

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Beacons Increase Revenue for Businesses

BY RICHARD THOMPSON

Beacon-triggered technology is estimated to bring \$44.4 billion dollars of in-store purchases within the next year, and retailers incorporating it are already seeing increases in overall sales. Coordinating alongside beacon providers and app developers, hundreds of retailers, including Safeway and Target, are advertising new products and sales promotions directly to consumers through their smartphone apps.

Over a third of all retailers already use beacon technology, and by 2016, an estimated 85 percent of retail chains will have adopted its use, according to an August 2014 Business Insider report. Restaurants and food outlets using the technology are finding that their new ability to advertise with location-based context is increasing purchasing intent as well as overall sales. It's estimated that there are more than 570 million Android and Apple smartphones in use and an estimated \$44.4 billion dollars of in-store purchases to be had from beacon-triggered technology.

Beacons are small transmitters placed throughout a store that pinpoint the location of a nearby smartphone. Apps are small programs on a mobile device, like a smartphone, that provide a particular service – from games and social networking to news articles and address books – and have become commonplace on mobile phones. When a customer strolls down the snack aisle, the beacon can “read” the nearby smartphone in the shopper's purse or pocket and send it a contextual message, like a promotion or coupon, through an app that is already on the phone. For instance, if the shopper

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Getting Creative with Bamboo

BY AMBER GALLEGOS

Kitchenware brands are modernizing the way bamboo is interpreted, using it to convey anything but Old World quaint. Bamboo is a decidedly not-new material, but the woody grass traditionally used for cutting boards and cooking spoons is seeing new life through creative uses, like bamboo fiber. With a contemporary approach to product design, bamboo is sprouting up in some unexpected forms.

The use of bamboo fiber allows the highly renewable material to

act essentially as a plastic substitute with the added benefit that it is biodegradable. One of the fastest-growing plants on Earth, bamboo takes only about three to five years to reach maturity and be harvested. In comparison, an oak tree will take at least 60 years to reach maturity, and pine trees need around 25 years to be ready for harvest. Bamboo



self-regenerates from its root system once it is harvested, which is another sustainability point in its favor.

Long known for its classic stoneware and porcelain serving accessories, bakeware and dinnerware, 63-year-old BIA Cordon Bleu turned to bamboo fiber when the company sought a new material to add to its assortment. “For us it's just sort of a way of branching out a little bit more into other materials,” says

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A Southern Season of Gustatory Pleasure

BY LORRIE BAUMANN

A visit to one of the Southern Season stores in Chapel Hill, North Carolina; Charleston, South Carolina; Richmond, Virginia; or Raleigh, North Carolina; isn't just a grocery shopping trip; it's something like a quest for the specialty foods, the wines or beers and the kitchen gadgets and skills in using them that can elevate dinner into a celebration of life. Also, it's fun. The four-store chain will celebrate its 40th anniversary this fall, says

President and COO Dave Herman.

He's been running the



operation for a little more than a year after a 35-year career as an executive for a variety of companies that make or sell high-end products, including a stint as

Vice President of Retail for Lenox and one at DANSK. This is his first foray into specialty food retailing, and the only real downside is that he's having to spend more time at the gym, he says.

Southern Season is often described as a culinary mecca or a food-lover's paradise. Three of the stores are each roughly 50,000 square feet displaying about 80,000 SKUs of specialty groceries, kitchenware, prepared

Buyers Guide

Baking Tools

Chef'n Cookie Machine

The Chef'n Cookie Machine creates classic spritz cookies in less time. The machine features a unique quick change latch that makes swapping the stainless steel discs easy, and the bigger barrel holds 80 percent more dough than a traditional cookie machine. Each Chef'n Cookie Machine comes equipped with 10 basic and holiday shaped discs, including a Christmas tree, turkey, wreath, pumpkin, star and more. There is also a convenient storage case for the discs.

Suggested Retail Price: \$34.99



Chef'n Corporation
866.64.CHEFN
www.Chefn.com

Adjustable Pastry Wheel

From elegant pie trim to homemade pasta, this interchangeable pastry wheel allows strips to be cut evenly in a 1- to 3-inch width range and comes in three stainless steel wheel patterns: straight, wavy and stitched. There's a comfortable non-slip handle for a firm grip, and the components are dishwasher safe and come apart for easy clean up. The Adjustable Pastry Wheel comes in a protective sleeve.

Suggested Retail Price: \$21.99

Trudeau Corporation
800.878.3328
www.trudeaucorp.com



Suzie Q Measuring Cup Set

With measurements beautifully etched into the stainless steel, Suzie Q's Measuring Cup Set really shines in precise recipes. Available in five different retro colors, the painted wood handles feel great in-hand and bring a unique charm to the modern kitchen. These nifty, cheerful measuring cup sets are gorgeous and dependable. Each set includes four standard capacities.

Suggested Retail Price: \$19.99



Fox Run Brands
800.269.1339
www.suzieqretro.com

Mastrad Éclair Kit

The Mastrad Éclair Kit includes everything you need to make perfect éclairs. Six colorful silicone molds can be used to bake, fill, and glaze éclairs. A deco pocket makes fast work of filling the molds, filling the éclairs and decorating them with precision. A great recipe booklet with tips and recipes to inspire your creative side is included. The Mastrad Éclair Kit comes in assorted colors and in a deluxe gift box.

Suggested Retail Price: \$25

Mastrad
323.932.0312
www.mastrad.us



Serendipity Apron

Introduced in 2015, the innovative Serendipity Apron has wowed at markets and retail establishments alike. Proving its ingenuity and appeal, this apron was honored with the Dallas Gourmet Gold Award for the Best Kitchen Textile at the Dallas Total Housewares & Gourmet Market this year. Janey Lynn's Designs combined the No. 1 selling 100 percent Cotton Chenille Shaggy® with the already fabulous apron design. With a continuous adjustable drawstring loop at the neck that ties securely in the back, this apron is always a perfect fit. The Serendipity Apron features two super-soft and absorbent detachable Shaggy towels in coordinating colors that match the enchanting Serendipity patterned apron, the ideal marriage of both style and function. Shaggies unbutton for easy wash-up. Any wearer is fully protected from spills and splatters, while having two towels always at hand. Available in three color combinations, this award-winning apron is the perfect companion for any household task.



Janey Lynn's Designs
888.608.5336
www.janeylynns.com

GingerKids Cookie Mix Kit

Give your customers a reason to return! Country Home Creations has been creating delicious, simple to prepare mixes for over three decades. The company realizes that every retailer looks for repeat sales. It is a pretty simple business effort, and Country Home Creations mixes are what will bring your customers back again and again.

The GingerKids Cookie Mix Kit makes a great family gift. The GingerKids Mix is so easy to mix and bake, your customers will be amazed. Country Home Creations has a variety of mixes to choose from that are "perfect for any season or any reason!" Contact the company for more information and be sure to mention Kitchenware News for a special offer.



Country Home Creations
800.457.3477
www.chcdips.com

Kitsch'n Glam Owl In The Mix Bake Set

You'll always have a hoot when baking with Kitsch'n Glam's cute Owl In The Mix Bake Set. This four-piece set includes a delightful assortment of baking tools including a wooden rolling pin, a whisk, a silicone spatula and a five-piece measuring spoon set. Additional Kitsch'n Glam owl-themed products include a matching muffin tin, apron, oven mitt and pot holder. Hedgehog-, fox-, llama-, whale- and dachshund-themed baking items are also available.

Suggested Retail Price: \$40



Wild Eye Designs
800.824.0496
www.wildeyedesigns.com

Kuhn Rikon Mixer Splatter Guard

The Mixer Splatter Guard from Kuhn Rikon is specially designed to keep flyaway bits in the bowl during mixing. The Mixer Splatter Guard will keep your kitchen clean when preparing batters, soups and more. It is transparent to let you see your ingredients while mixing and sized for bowls up to 12 inches (30 centimeters) in diameter. With built-in ribs, it fits a variety of bowl sizes snugly and securely. It also fits most handheld and table mixers and immersion blenders. The red center guard can be removed from the disk for easy cleaning, and it is BPA-free and dishwasher-safe. Available for immediate shipment.

Suggested Retail Price: \$20

Kuhn Rikon
800.662.5882
www.kuhnrikon.com

