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March 2017

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We pay tribute to this year's Global Innovator award winner Caren McSherry on page 28.



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A familiar figure on Vancouver's culinary scene, the vivacious chef and owner of The Gourmet Warehouse was selected as Canada's top retailer by *Home Style*. She will be honoured, along with 28 other national *gia* winners, at the Chicago Housewares Show, where five global honourees will be chosen.
- 52 Create a Smart connection in Chicago**
This year the focus is on the Smart, connected home as the doors open to a sold out show at McCormick Place on March 18th. We help you plan your visit with an overview of the floor activities and a look at the new products being unveiled.

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April 20 to 23, 2017

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Contact Apple Chen, Hong Kong Trade Development

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June 13 to 14, 2017

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Opening Lines

With all due respect

With the war in Syria, a nasty American election campaign and a rash of celebrity deaths, 2016 will be remembered as a year of great loss. One of the greatest, however, was within our own industry when, one week before Christmas, Walter Hachborn, co-founder of Home Hardware, quietly passed away at the age of 95.

A true legend in our business, Walter's contribution to the hardware/housewares market was substantial. As the person who brought the dealer-owned co-operative concept to Canada in the early 1960s, he provided a much-needed life raft to small independent hardware store owners across the country who were drowning in a sea of mass merchants like Woolco, Zellers and Kmart.

Walter was born to be in the hardware business. He grew up in a small house behind Gordon Hollinger's hardware store in St. Jacobs, Ontario, where he started working as a stock boy at the age of 17. A decade later, in the mid-1950s, he took over the store along with partners Henry Sittler and Arthur Zilliax. In 1964, they founded Home Hardware Stores, a co-operative with 108 dealers. Today, there are about 1,100 dealers, many of whom have become leaders and important employers in the small Canadian communities they serve.

As an entrepreneur, he was a visionary for sure. But it was Walter Hachborn, the man, who had the greatest influence on the people lucky enough to work with him. An ethical man and devout Christian, he practiced what he preached.

Though he officially retired 20 years ago, Walter arrived at the sprawling Home Hardware offices promptly every morning until he was well into his late 80s. And over the past 70 years he created a culture of kindness and charity that was hard to match. He was kind and supportive to his employees at all levels and was always available, day or night. His personal success meant nothing unless the dealers were successful first. To Walter, success was measured by how well their customers were being served, and that attitude carried right through the organization.

He was once quoted in an article as saying his Christian faith and its associated values are important ingredients in how he lives his life. "In the retail trade, the right Christian decision is usually the right business decision. One of our foundations is ethics and we practice them throughout the company," he said. "Making money is only part of it."

Charity is also an integral part of the Home Hardware culture. Home Hardware can always be counted on to donate in times of need. The dealers and buyers are often the first to sign up for industry events, the first to join association committees, the first to support individuals and the first to support industry charities. The buyers tend to stay with the company for years, sometimes decades. And the bi-annual Home Hardware dealer markets held in St. Jacob's are more like family gatherings than trade shows.

The impact Walter had is hard to measure, but fortunately he was rewarded many times over during his career. He received an honorary Doctor of Laws from Laurier University in 1985 and was inducted into the Canadian Hardware Hall of Fame in 1989. He was made a Member of the Order of Canada in 2000 and received the Queen's Golden Jubilee Medal in 2003.

A diminutive man with a trademark bowtie and red jacket, Walter Hachborn changed the way hardware retailers do business in this country. But more importantly, with his big heart, he created a culture of kindness that will be felt for generations, in hundreds of communities across our great country where Home Hardware dealers continue to make meaningful contributions.



— Laurie O'Halloran
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• Port-Style Enterprises announces that **Katherine Samuel** joined the company as President on February 15th. She was formerly with Browne in both the Food Service and Retail divisions.

• On March 20th, the Housewares Charity Foundation will honour three industry leaders for their philanthropic endeavors. **Janet Hayes**, president of Williams Sonoma, will receive the Lifetime Humanitarian Award; **Richard L. Boynton, Jr.**, president of Jura, will receive the Humanitarian of the Year Award and **Phil Brandl**, president and chief executive officer of the International Housewares Association, will receive the Lifetime Leadership Award.

• A veteran of the Canadian housewares business, **Charles Harari** of Trudeau has retired after 50 years in the industry.

• Danica recently promoted **Giedre**

Sopyte to the position of Online and International Sales Supervisor.

• Former Canadian Tire chief executive **Michael Medline** has been appointed CEO of Empire Co., parent to the Sobey's grocery chain. Medline replaces grocery veteran Marc Poulin.

• The Metal Ware Corporation, the 96-year-old parent company of NESCO, American Harvest, and now Chard, has announced new leaders and owners: **Rick Carey** (President); and **Ross Niemi** (Executive Vice-President/COO). Carey and Niemi formerly led Chard International, a company focused on outdoor cooking, housewares and private label product development.

• Nordstrom's new Canadian Vice President is **Michelle Haggard**, who most recently held the position of vice-president of Nordstrom's Southeast division.

• The International Housewares Association has appointed **Jeff Murphy** as VP/international, replacing **Perry Reynolds**, who retires March 31 after 20 years at the association. Murphy has been involved in international sales for more than 20 years. Most recently he served as VP/international sales at Wilton Brands for more than 13 years. Reynolds will be retiring at the conclusion of the 2017 show after 40 years of service in the housewares industry. His trade development responsibilities will be assumed by Jon Jesse, VP/industry development.

• **Galen G. Weston** is now chairman and CEO of George Weston Limited in addition to his responsibilities as chairman and CEO of Loblaw. **Sarah Davis** has been appointed president, Loblaw.

• After 16 years as a *gia* Expert Juror, **Martin M. Pegler** is retiring from full-time involvement in the IHA Global Innovation Awards but will not leave the program entirely. Pegler, who has been part of the *gia* program since its inception in 2000, will continue as an honorary member of the *gia* Expert Jury, selecting the winner of the "Martin M. Pegler Award for Excellence in Visual Merchandising," the special *gia* award bestowed on the retailer with the best visual merchandising, displays and window displays.

Replacing Pegler on the *gia* Expert Jury will be **Anne Kong**, associate professor and former chairperson of the Visual Presentation and Exhibition Design Department at the NY Fashion Institute of Technology. A renowned designer and editor, she has worked alongside Pegler for many years and is co-authoring the 7th edition of his book, *Visual Merchandising and Display*.

Correction

• In January, we reported incorrectly that **Rick Simpson** was named director of sales for Hamilton Beach. His correct title is Vice-President, Canada.

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Analysts offer their 2017 retail predictions

Competition among Canadian retailers will continue to heat up after a year that saw some brands beef up their physical stores and e-commerce offerings as new entrants joined the fray. Whether it was Saks opening a Pusateri's food hall in their new stores or Hudson's Bay spending over \$60 million to upgrade its Toronto distribution centre with a new robotics system, retailers are trying to carve out a place in the retail landscape.

Based on current conditions, analysts have put forth their predictions for the top retail trends to watch in 2017.

In 2016, Canadians averaged more than \$44 billion in retail sales every month with e-commerce sales accounting for about 2%, according to StatsCan.

Although online sales make up a small proportion of total purchases, retail industry expert Doug Stephens says it's growing at a pace of 15% each year compared with 3% growth in bricks-and-mortar sales.

The ability to serve customers online – particularly on a mobile device – will be a major retail trade in 2017, says Stephens. Customers expect the process of buying online to be as seamless as purchasing the item in a store. They also want to be able to have the opportunity

to go back and forth between the two options easily and quickly.

NPD Group retail analyst Tamara Szames says retailers understand that their online presence is a "gateway" to their physical store, and even though this area is growing, it's not replacing consumers' desires to shop in person.

Retail strategist Kelly Askew says 2017 is going to be a year where more retailers will try to incorporate more useful digital aspects into the store experience. Even grocery stores will move toward embedding more digital aspects into the business.

Though Dollarama has been a very strong performer, in 2016, Canada also saw the growth of the luxury sector and the discounted brand name sector, which includes stores such as Saks Off Fifth, Nordstrom Rack, Marshalls and Winners.

Saks Fifth Avenue opened its doors in Canada earlier this year with a flagship store in downtown Toronto. The high-end retailer also plans to open locations in Calgary and Montreal.

Amazon will continue to be the biggest threat to Canadian retail, says Stephens. "The threat that Amazon presents is that they don't think like a retailer. They think like a technology innovation and data company that just happens to sell things.

DuPont settles Teflon PFOA lawsuits

DuPont and Chemours have agreed to pay \$670.7 million to settle several lawsuits related to the leak of PFOA, used to make Teflon.

Under the terms of the agreement, DuPont and Chemours will each pay \$335.35 million of the \$670.70 million global settlement amount. DuPont discontinued PFOA operations at that plant more than a decade ago, DuPont said in a press release.

To address potential PFOA liabilities in the future, Chemours and DuPont have agreed that, for a period of five years, Chemours would annually pay PFOA liabilities outside the settlement up to \$25 million and, that if such amount is exceeded, DuPont would pay any excess liabilities up to the next \$25 million, with Chemours annually paying any further excess liabilities.

The two richest Canadians have the same amount of wealth as the poorest 30% of the country combined. The wealth of billionaires David Thomson and Galen Weston equals that of about 11 million Canadians.



New colour is a real gem

This January, Le Creuset unveiled its new hue for 2017: Oyster. Inspired by its namesake delicacy, iron skies and glistening stones, Oyster is featured on Le Creuset's cookware, bakeware, tableware and accessories. Establishing itself as the new neutral with cool and dramatic undertones, Le Creuset's Oyster embodies sleek and effortless sophistication in modern, minimal and rustic kitchens.

Oyster's gradient of grey tones complements the brand's current collection of nine signature colours. When paired with Soleil, Caribbean and Palm, it feels fresh and grounded. A nautical theme emerges when paired with Marseille and Dune. Oyster is also the perfect touch of grey to balance the femininity of Bonbon, Le Creuset Canada's colour launch of 2016.



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Food for thought

Denver-based Food & Drink Resources group has named its top food and drink trends for in 2017. According to FDR, a test kitchen and consumer research facility, the following foods, ingredients, drinks and overall trends are what people will be buzzing about next year:

Pasta: The company noted that pasta has taken the spotlight on several large food-based consumer publications during 2016, which has set it up for continued growth going into the new year.

Khachapuri: This is a Georgian dish of bread, cheese and eggs that is similar to American pizza.

Seaweed: Seaweed is poised to be the new kale. It also helps to create Kombu, a traditional Japanese flavor enhancer made from dried kelp to create dashi, a soup stock.

Harissa: A North African chili paste made with hot peppers, spices, and olive oil, it may outpace Turmeric as the spice of the year, according to FDR.

Asian Peasant Food: In 2016, peasant foods like pierogies and dumplings had gained some ground. However, the new angle for 2017 will be Asian-inspired peasant food.

Okonomiyaki: Also in the same family of foods, this is an Asian-style pancake.

Jackfruit: A large, shreddable fruit, this has become a substitute for meat in some dishes.

Souping: The next step in the juicing craze is souping. Served cold and made mostly of pureed fruits and chunks of fruit, these soups make a nice dessert, the research company said.

Flavored butters: While chefs have been creating their own flavored butters for years, more flavoured butters will be popping up on store shelves.

Sparkling water: Fueled by top industry brands, flavored sparkling water is poised to continue to grow in 2017.

Restoration Hardware sues Crate & Barrel

Restoration Hardware is suing Crate & Barrel, its CEO Douglas Diemoz and food and beverage manager Kimberly Ahlheim, both of whom are former RH employees. Ahlheim was Restoration Hardware's director of food and beverage until she moved to Crate & Barrel last year, and Diemoz was chief development officer at RH until July 2015.

According to the legal website Law360.com, key issues in the case include RH's accusation that Crate & Barrel has been poaching its managers to bolster growth prospects and that Diemoz and Ahlheim unlawfully acquired and transferred proprietary information while violating contractual obligations to Restoration Hardware.

The RH suit focuses on Crate & Barrel's development of a food and beverage strategy, which it claims leveraged knowledge Ahlheim gained at Restoration Hardware.

U.S. is still overstored

Despite recent closures, analysts say the U.S. is still oversaturated with retail stores. The U.S. has 23.5 square feet of retail space per person, compared with 16.4 square feet in Canada and 11.1 square feet in Australia.

Sharper Image has new owners

ThreeSixtyGroup, parent company of FAO Schwarz, has acquired The Sharper Image brand and intellectual property assets from Iconix Brand Group.

Through MerchSource, its U.S. retail-facing division, ThreeSixty has licensed the Sharper Image brand from Iconix since 2008 across a variety of product categories and is currently the largest licensee of the brand.

As the new brand owner, ThreeSixtyGroup is planning to increase its strategic investments in product development, design and marketing while exploring expanding into new categories and geographies.

Canada's largest bulk food chain began accepting reusable containers and bags in all stores at the end of February. This is a monumental victory for the Zero Waste movement in Canada, since Bulk Barn has 260 locations across the nation. It's also great news for manufacturers and retailers of home storage products!

Loblaw creates fanfare for our 150th

Loblaw Cos. was one of the first marketers in the country to latch on to the fanfare around the 150th anniversary of Confederation this year.

In January, during the NHL's Centennial Classic game, Loblaw bought an entire commercial break on Sportsnet after the first period. The video, which the retailer is promoting heavily on social media, is about a group of neighbours from different backgrounds who come together for an impromptu meal in the hall between their apartments.

The ad – which was created by the company's ad agency, John St. – promotes unity and community-building through the vehicle of food, and Loblaw wants its President's Choice brand to be at the centre of that idea.

While Loblaw is not abandoning the "Crave More" advertising campaign that it launched more than two years ago, it is experimenting with a larger storytelling approach that uses sentiment to create an attachment to the brand. During Canada's sesquicentennial, consumers will see a lot more of this from advertisers.

Royal Bank of Canada is another advertiser that jumped on the upcoming celebrations. Last October, it launched a campaign called "#Make150Count," asking people aged 16 to 25 to describe how they would use \$150 toward ideas to "help communities prosper."

Canadian identity is an emotional tool that many advertisers already wield. This year's anniversary is likely to ramp up the national symbolism as an easy way to connect with people.



Playful Colours For Each Season

Adding a touch of fashion to the dining table, Peugeot Tahiti Duos are now available in a fresh new colour palette inspired by nature in its seasonal glory. Each set features gracefully curved 6-inch pepper and salt mills that are made in France from local PEFC-certified beech wood.



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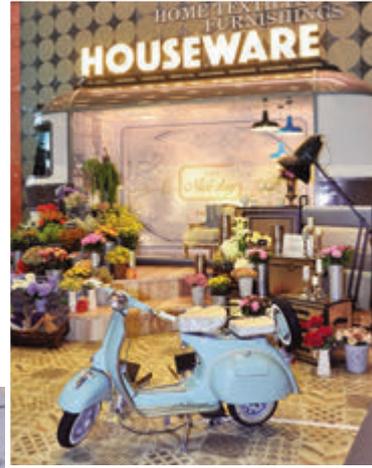
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Industry News & Notes

Hong Kong is the housewares hub

Mark your calendars for the 2017 edition of the Hong Kong Houseware Fair, set for April 20 to 23. Renowned as the international hub to source all the latest housewares and kitchenware, the 2017 fair will celebrate "LIFE" with presentations under four key themes. The show will feature over 2,100 exhibitors and is expected to draw 28,000 buyers. For more details call 416-366-3594.



Bridal registries must focus on providing a good 'experience'

According to a new report by *HomeWorld Business*, the evolution of the bridal registry in retail stores today centres on one word: experience.

In recent years, retailers have been challenged to shift bridal registry programs from a largely store-based activity to one that is digitally driven. With young couples accustomed to shopping online and their mobile devices for products, the need to personalize the experience of developing a wedding registry is crucial.

That personal connection is key not only when assisting registrants in finding the right products and housewares, but also when developing their registry page. Many retailers today are allowing couples to post family photos, share their likes and also write notes to wedding guests.

While personalization has come to the forefront, bridal experts said it is important to provide an experience that is of high quality and authentic. Understanding each couple's needs while also educating them on the basics is vital to the success of a retailer's wedding registry program, experts say.

IKEA is the latest retailer to launch a registry for weddings, baby showers and other big life events – including university. Shoppers can buy registry items for loved ones in stores or online, or chip in toward a higher-priced gift or gift card.

Canadian malls more productive than U.S.

An analysis from the Retail Council of Canada reveals malls in this country are significantly more productive, on average, than malls in the United States — with average sales of \$744 per square foot in Canada compared with US\$466 per square foot down south.

That's the case even though Americans on average have more money to spend on discretionary purchases than Canadians do, with average household net-adjusted disposable income per capita at \$30,474 (US) in Canada versus \$41,071 in the U.S.

"The state of our shopping centres, particularly our top malls, is healthier," says Diane Brisebois, RCC president. That's the case in part because developers in all major Canadian cities have been quicker to refurbish their malls in recent years and add new tenants, including new-to-Canada retailers and licensed restaurants. Many anchor tenants in the U.S., and department stores in particular, are closing underperforming outlets.

"Our malls look better, there is less empty space, and that in itself creates an atmosphere that makes people want to come to the malls," she says.

One upside for shopping centre developers and landlords in Canada is that retail has never reached the high per capita penetration it has in the U.S., where only the strongest and most innovative stores will survive and industry watchers assiduously track so-called "dead malls."

Per capita penetration of shopping centres in Canada is 16.5 square feet per person, compared with 23.6 square feet per person in the U.S.

"More per capita penetration in the U.S. means that more retailers are competing for consumers," Brisebois says. But an even larger threat, that of Amazon, is also clearly taking a toll in ways that we have not yet seen in Canada.

"We have to look at the impact of e-commerce on malls in the U.S., where it is more advanced than it is in Canada — here we are at about 6% (of overall retail

sales) and there it is at about 10% or 12%. Amazon is now the number one apparel retailer in the U.S. Retailers are studying their square footage, and in many cases are determining that they don't need as much, and shrinking their footprint, and the first parties that would be affected by that would be the malls."

RCC's analysis found that the Toronto Eaton Centre is the busiest mall in North America in terms of foot traffic, surpassing the top two busiest U.S. malls at 48.9 million pedestrians a year.

Regionally, Vancouver and B.C.'s Lower Mainland has the highest average total sales productivity for malls in Canada, at \$1,019 per square foot, and less shopping centre space per capita than most Canadian regions at 11.4 square feet per person. It also boasts high tourism spending, some \$2.1 billion (US) a year.

And despite an economic slowdown

and growing unemployment in Calgary, the city is still home to one of the country's most productive malls, Chinook Centre, with sales of \$1,057 per square foot. Home to Canada's first Nordstrom store opening, Saks will open at Chinook Centre in the spring of 2018.

NOT SO HAPPY RETURNS

Every year, hundreds of millions of items — between 6% and 9% of all goods sold — come back, and the cost to retailers is enormous. Canadians spent \$513.4 billion in retail stores in 2015, meaning as much as \$46 billion worth of items were sent back. Online returns are usually closer to 20%, surging to 30% during the post-holiday gift-giving season.

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Consuming Passions

In search of a better tasting tomato

Scientists are tinkering with the tomato in an effort to replace something that has been missing for a while: taste. Researchers are reinstalling five long-lost genetic traits that add much of sweet/acidic taste that has been bred out of mass-produced tomatoes over the past 50 years.

Yield of tomatoes has tripled since 1960 but taste was bred out of the fruit in favour of size and sturdiness.

A tastier tomato should be on the grocery store shelves in three years.

Clean that sponge

Kitchen bacteria love dish sponges because they are moist and full of food particles. When a microbiologist in Tucson analyzed 325 kitchen sponges, he found that about 15.4% contained salmonella and many more had E.coli. The solution? Simply microwave damp sponges on high for one minute and it will kill the bacteria.

A little spice can add years to your life

Spicy food not only makes life more exciting, it could also lengthen it, according to a new study by the University of Vermont. Researchers found that eating chili peppers could result in a 13% reduction in total mortality.

The fruit of the capsicum plant, chili peppers are native to modern-day Mexico. The component that gives chili peppers their heat could also be responsible for the health benefits.

Brexit forces Jamie to close six restaurants

Jamie Oliver has been forced to close six of his Italian restaurants in the U.K. due to increased costs following the Brexit vote. When the value of the pound dropped after the vote, the cost of Italian products such as olive oil, cheese and cured meats became much more expensive.



Aromatic infused oils

Zoe Aliments Gourmets recently unveiled a delicious new line of infused olive oils, balsamic vinegars and herbs (below left) prepared by Greek and Italian artisans.

Beautifully packaged, the line includes wonderfully aromatic citrus infused oils, herb infused oils and vinegars infused with fruits and honey. The oils have a light nutty and buttery texture. Visit www.zoeoliveoil.com.



Millennials embrace craft coffee brewing

NPD reports that millennials are at the center of the niche segment of consumers who are embracing craft coffee brewing methods at home. According to the company, craft coffee brewing – pour over cones, French presses, and vacuum brewers – is how 11% of young adults older than the age of 18 now brew their coffee at home.

“Millennials, who are driven by creativity and the desire for personalization, are attracted to craft coffee brewing because of the skill and challenge involved,” said Joe Derochowski, executive director and home industry analyst at NPD. “Craft coffee brewing enables them to participate in the experience of creating a perfect cup of coffee.”

Millennials living in urban areas are also driving this trend forward. Craft brewing at home enables them to personalize coffee to their individual tastes.

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Trudeau bake pan wins design award

The 2017 Housewares Design Awards honouring products offering design innovation and new ways for improving everyday living were presented at a Gala awards ceremony during the Winter Las Vegas Market in January. Trudeau's Silicone Round Cake Pan with an integrated steel frame took top honours in the cookware and bakeware category.

The winning pan is one of eight cake, cookie and muffin pans integrated with Trudeau's exclusive reinforced steel rims for secure handling and Supra Silicone, a patented, seamless manufacturing process providing a flexible non-stick, easy release surface.

According to Anne-Marie Trudeau: "Our pan designs allow baked goods to cook evenly, brown better and release from the pans while holding form every time. The reinforced steel rim provides a sturdy frame to transfer baked goods effortlessly from prep to oven to table, and to hold shape and form during the baking process."

EveryWare Global changes name

EveryWare Global has changed its corporate name to The Oneida Group, a "key initiative to support the company's transformation, growth and cultural development strategies," according to a company release.

Anchor Hocking, a subsidiary of The

Oneida Group, will continue to produce and market glassware to the consumer and specialty markets.

The Oneida brand is present both in the consumer and hospitality segments. Its portfolio spans a broad range of products including flatware, porcelain dinnerware, stainless steel and silver-plate serving dishes and tableware.

Anchor Hocking, through its predecessor company, began producing glassware in 1873 and designs, markets and manufactures products for the retail and specialty markets, hospitality channels, and original equipment manufacturers.

"Rebranding our company as The Oneida Group allows us to emphasize our long-standing leadership in dining and food preparation," says Patrick Lockwood-Taylor, CEO of Oneida.

Gibson teams up with Weight Watchers

Gibson Overseas has formed a new partnership with Weight Watchers International to create a full line of tabletop and kitchenware, with healthier living as its primary focus and brand identity. The line includes housewares such as cookware with pour spouts to drain excess fat, and kitchen tools with portion control measurements designed to make cooking healthy at home easy.

"For generations of Americans, the Weight Watchers brand has meant healthier choices," says Sal Gabbay, Gibson CEO. "Their focus has always gone beyond weight loss to offer a complete view of healthier living."

The new Weight Watchers line will be introduced at the International Home + Housewares Show in Chicago.

SodaStream International will start embedding the Israeli flag on all of its packaging globally to show support for Israel's heritage. The flag will include the caption: "This product is made by Arabs and Jews working side by side in peace and harmony."

'Greenery' is good

Amid social, political and environmental tumult around the world, the Pantone Color Institute has picked fresh and zesty "greenery" as the colour of the year for 2017.

The vibrant green with yellow undertones is Pantone's answer to a bruising 2016, signaling a yearning to rejuvenate, and to reconnect to both nature and something larger than oneself, says Laurie Pressman, the institute's vice president.

The experts at the institute, which advises a variety of industries on the use of colour from fashion and home design to packaging and product development, have been choosing a colour of the year since 1999. It's a way to conjure the emotions that colours evoke. Based in New Jersey, the Pantone team scouts trends through the year in media, on runways and at trade shows around the world.

The colour "greenery," similar to chartreuse, is well represented in the first buds and grass blades of new spring, but it also plays out in history at times of major cultural shifts, including the suffrage movement and flapper era of the 1920s and the war and racial justice protest movements and psychedelia of the '60s and '70s.

In addition to the emerging recycle-and-share economies, we have green rooftops, green spaces and indoor vertical farming. In home decor, there's a trend to connect with the elements outside through open spaces and vast windows, and a desire to bring nature inside through forestry murals and living moss walls, Pressman said.

For the kitchen, Pantone has spotted its new shade in coffee makers as well as in cookware.

The strange language of IKEA

Reading strange-sounding Swedish words is part of the joy for consumers shopping at IKEA. Within the labyrinth of flat pack furniture is a panoply of ödd, åccented pröduct nāmes, printed on hang tags, walls and banners. What most shoppers don't know is that the names of those 12,000 products conform to a strict internal logic that offers a peek into Scandinavian culture.

At a January product showcase in New York City, IKEA designer Jon Karlsson explained that IKEA has a crack team of product namers, who assign names from a database of Swedish words. Bookcases are named after professional occupations (*Expedit* means shop keeper) or boys' names (The bestselling *Billy* bookcase is named after IKEA employee Billy Lijkedhal).

Outdoor furniture is named after Scandinavian islands (*Åpplarö* an island in the Stockholm archipelago and *Västerön* is in Aaland). Rugs are named after cities and towns in Denmark or Sweden (*Ådum*, *Stockholm*, *Silkeborg*), while bed sheets, comforters and pillowcases are named after flowers and plants. (*Häxört* or *circaea lutetian* is an herb in the primrose family).

The rules for naming were devised by IKEA's founder Ingvar Kamprad, who struggled with dyslexia and had trouble remembering the order of numbers in item codes. The name IKEA itself is acronym for *Ingvar*, *Kamprad*, *Elmtaryd* (his family's farm) and *Agunnaryd* (the village Småland where he grew up).

Oh Canada!

As we celebrate the 150th birthday of our great country, consider these unusual Canadian facts:

- Canada has the lowest population density in the world, with only three people per square kilometre.
- Almost half of the people currently living in Canada were born in other countries.
- There are more donut shops in Canada per capita than any other country.
- Canada has the longest coastline in the entire world at 243,977 kilometres.
- The baseball glove was invented in Canada in 1883.
- Canadians drink more fruit juice per capita than any other country.
- The quality of tap water in most Canadian cities is better than any bottled water.
- "Canada" is an Iroquoian language word meaning "village".

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A fond farewell for Kate Wise

Over 50 close friends, customers and co-workers both past and present gathered at the home of *Home Style* publisher Laurie O'Halloran on January 28th to celebrate the retirement of Kate Wise. Co-hosted by Anji Levy of Groupe SEB (with support from Harvey Rachman at Port-Style), the party honoured a housewares veteran who has had a tremendous impact on our industry, and greatly influenced so many people.

A native of the U.K., where she got her retail training, Kate started her career on the buying side with Consumers Distributing in the 1980s. She then moved to the vendor side with Lisser & James Rothschild, followed by Fox Run and finally Port-Style Enterprises.

As a retirement gift, Kate was presented with a getaway to beautiful St. Anne's Spa in Prince Edward County.



The guest of honour, Kate Wise, with her partner John Fahy.



Most of the guests gathered for a group photo following the cake cutting. The crowd included Kate's two sons Daniel and Mathew and their partners as well as dozens of friends and colleagues from across Canada.



Sales agent Issie Grachnik, left, with Jerry Cayne of Cayne's Housewares, centre, and Harvey Rachman of Port-Style.



Dennis Heffron, left, of Housewares Distribution, with Bob Burke of Royal Selangor.



Sales agents Lyne Vinet, left, and Sylvie Champagne of Cuisine & Champagne

Social Scenes



Allan Weil of David Shaw, left, with Ian Lafayette and Brad Rothblott of BINZ.



Margaret Svengary of Danica, left, with Toni Palozzi of Canitra Agents and Jill Wilcox of Jill's Table in London, Ontario.



Faces from the past: former Eaton's and Hudson's Bay buyers John and Evelyn Reid with Kate Wise.



Monty Grunebaum, left, with his wife Margie, and Amol Jain of Cook It.



Sales agent Mary Villamagna, left, with Rhonda Symons of David Shaw Designs and Gilles Legault.



Jerry Cayne and Carol Steele of Cayne's Housewares and sales agent Corelle McLean, right.



Laurie O'Halloran read tributes to Kate from friends who couldn't attend, including Tori Schofield of Linen Chest, Mary Higgins (London Drugs), Ann Lindsay (Ann McColls) and Norman Rothschild.



Long time friends Dorothy DeClute, left, and Margot Adam (formerly with Wiltshire) and Margie Grunebaum.



It was a reunion for Kate's former colleagues at Fox Run Brands. Gathered together are, left to right, Paul Clark, Anji Levy, Kate Wise, Sandy and Kelly Mowat, Kim Janssens, Ian Lafayette, Marg O'Brien, Lyne Vinet, Issie Grachnik and Gilles Legault.

Click and collect

Driving retail foot traffic through a digital platform

By Candace Sutcliffe, President, CA Paradis/The Chef's Paradise



The past year was definitely characterized by a myriad of challenges and surprises, which seem to be carrying through into the first quarter of 2017. The constant media bombardment surrounding the days and weeks following Trump's inauguration has provided moments of shock and awe. There is a general mood of uncertainty and division trickling into the consumer psyche.

Successful retailers will understand the need to assure customers that they support their underlying values during times of ambiguity. At the core of this consumer connection, buyers are seeking the best prices on top quality products, selection, service, a memorable shopping experience and, most importantly, convenience.

Retailing has become a holistic experience; an interconnection of e-commerce and traditional brick and mortar. While the concept of click and collect shopping is most popular within the electronics and clothing industries, this emerging trend is certainly playing a significant role in the omni-channel experience. First order of business, marrying the physical and digital store experiences.

According to a recent survey done by the International Council of Shopping Centers, nearly one third of all shoppers this past holiday season opted for click and collect purchasing (when a shopper buys online and picks-up in store).

The study also found that 69% of click and collect shoppers ended up making additional purchases when collecting their order from the physical store. This is encouraging news for retailers who are investing in their physical/digital brand experience; however, the ICSC cautions that retailers still have some fine tuning to truly benefit from click and collect.

An integrated e-commerce platform with an in-store POS or ERP will serve to better track orders, inventory levels and monitor the sales flow in real-time; therefore, providing an all around positive experience for the consumer.

The results of the study suggest that consumers mainly use click and collect shopping to enjoy the convenience of online shopping without the shipping costs and delivery delays. And 51% of respondents indicated that guaranteed stock levels at the physical location was their top priority, while 30% reported the biggest disappointment being that the merchandise was not available for pick-up upon arrival.

When executed properly there should naturally be an increase in the overall foot traffic to the physical location. Best Buy was an early adopter of the click and collect concept and has been able to navigate itself through treacherous waters in the increasingly competitive consumer electronics war. The retailer has also taken the concept a step further

with their *Reserve Online and Pick Up In Store* by allowing the buyer to guarantee the goods without having to pay in advance by credit card.

Since part of the "convenience" of shopping on-line is finding exactly what you are looking for on your own time, Best Buy has eliminated the need to wander store shelves in search of an item. The pick-up counters are located at the back of the physical stores, separate from the cash counter queues. This well-thought-out placement forces the customer to walk the entire showroom, enticing them with strategically placed end caps in hopes of generating impulse purchases upon pick up. It also serves to reduce wait times at the cash counters, which again, is a cause of frustration for click and collect consumers.

The model is not without its flaws however, in particular for the retailer. Best Buy CEO Hubert Joly is quick to point out that stores risk bulking up on excess inventory in hopes of meeting the increased demand of in-store pick ups.

The other drawback is the return rate. Since the online purchase is made without the expert advice of a salesperson, the retailer risks increasing the return rate in store. However, if handled accordingly, this is the perfect opportunity to convert the online buyer into a regular in store shopper. 🐾

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COOKING CLASS

lemongrass wonton soup with vegetable spirals

PREPARATION 15 minutes

COOKING 15 minutes

SERVINGS 4

- 1 piece ginger, about 1 inch (2.5 cm), sliced
- 2 cloves garlic, chopped
- 2 stalks lemongrass, about 4 inches (10 cm), chopped
- 1 tbsp (15 ml) vegetable oil
- 8 cups (2 litres) chicken broth
- 4 tsp (20 ml) soy sauce
- 4 tsp (20 ml) fish sauce
- 4 tsp brown sugar
- 3 star anise
- 1 tsp Sichuan peppercorns
- 2 zucchini, cut into thin spirals
- 1 medium kohlrabi, peeled and cut into thin spirals
- 20 **turkey and cilantro wontons** (see recipe below)
- Cilantro leaves, as desired

1 In a large pot, over medium-high heat, brown the ginger, garlic and lemongrass in the oil for 2 minutes. Add the broth, soy sauce, fish sauce, brown sugar, star anise and peppercorns. Bring to a boil and simmer for 10 minutes. Strain the broth and return to the pot.

2 Bring the broth to a boil. Add the vegetable spirals and wontons and simmer for 3 to 5 minutes or until tender.

3 When ready to serve, garnish with cilantro.

turkey and cilantro wontons

PREPARATION 25 minutes

COOKING 3 minutes

MAKES 3 dozen

* FREEZES WELL *

- 1/2 lb (225 g) ground turkey
- 2 tsp (10 ml) fish sauce
- 2 tbsp chopped cilantro
- 1/2 lb (225 g) wonton wrappers

1 In a bowl, combine the turkey, fish sauce and cilantro.

2 Place 1 tsp (5 ml) of turkey filling in the centre of each wonton wrapper. Lightly moisten the edges of the wrapper with water and fold into a triangle. Moisten the two opposite ends and pinch together. If desired, freeze on a parchment paper-lined baking sheet. Once frozen, transfer to a freezer bag. The wontons will keep for 3 months in the freezer.

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Warehouse wonderland

Home Style selects Caren McSherry of The Gourmet Warehouse in Vancouver as Canada's most innovative retailer for 2016/17



Keeping up with Caren McSherry is next to impossible. She never stops. In addition to running one of the country's most successful gourmet kitchen shops, this retail dynamo has penned seven cookbooks and is a talented chef who trained at the Cordon Bleu in England and the Culinary Institute of America. She is the founder of Caren's Cooking School, and a TV/radio personality who also writes a weekly magazine column. To add to this impressive list of accomplishments you can now add "Global Innovator Award winner"! Caren has been selected as this year's recipient of the prestigious *gia* award in recognition of her many contributions to the culinary industry and her vision as a retailer.

It all started in 1978 when Caren, a well-known local bon vivant, launched Vancouver's most prominent cooking school, featuring guests such as Julia Child and Jacques Pepin. The school's popularity encouraged her to create a unique retail store selling both gourmet food and high end kitchenware.

Caren started out small but she had big dreams for her warehouse-style merchandising concept. In 1998, those dreams were realized when she moved the store into a massive, 18,000-square-foot space that covered an entire block, with soaring 50-foot ceilings.

Her mission from the start has been to lead the Canadian marketplace in the discovery and celebration of food and housewares from around the globe. Through simple, tasteful merchandising, a huge selection of gourmet foods, ingredients, kitchenware, small appliances and tableware is presented in a large warehouse atmosphere that encourages browsing – often for hours.



The Gourmet Warehouse spans an entire city block and is filled with items that Caren (shown previous page) sources from around the world.

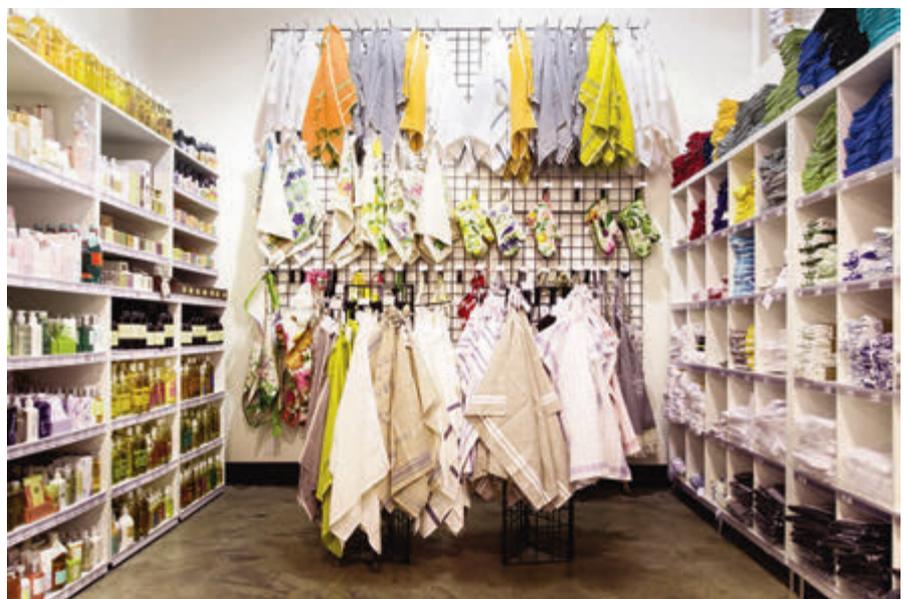
The store is divided into two distinctive shopping zones. One is dedicated to housewares, food prep and entertaining while the other offers gourmet specialty food and pantry staples. Together, they provide comfortable, one stop shopping for food lovers, home cooks and professional chefs.

Wooden pallets and crates are used to showcase products and sampling food stations encourage customers to try and taste different products. Flat screen TVs are positioned throughout the store and are tuned to the Food Network or cooking shows.

Though the focus is on quality products, Caren is known for making gourmet affordable. Food and housewares are cross merchandised in an environment that is not at all intimidating.

Music is always playing, cooking demos are conducted regularly and knife sharpening workshops are provided on a monthly basis.

All displays, both in-store and the multiple window displays, are changed



monthly to keep it fresh. And during the holiday season, the centre of the store is transformed into a food emporium that is a gift-giving paradise for all foodies.

The Gourmet Warehouse is very active on social media, including Twitter, Facebook and Instagram, in addition to

Wooden crates and pallets provide a simple merchandising solution and allow a wide range of items to be displayed on the store floor.

traditional advertising and a weekly newsletter. As well, Caren hosts *Cooking 101*, a weekly program on Global TV News. Each week, different chefs and local celebrities are featured.

As if she's not busy enough, Caren McSherry is also a local philanthropist who believes in giving back to her community. She pioneered a charity initiative called The Chocolate Challenge which has supported inner city children

for the past five years.

The 58 employees who work at The Gourmet Warehouse share the ideals of their founder and her passion.

"We seek employees who have a passion for specialty housewares and gourmet food," says Caren. "Our staff includes several red seal chefs, baking specialists and wine experts. This type of hiring provides our customers with expert knowledge about product use and application."

Ongoing mentorship is provided through daily product knowledge sessions that encompass each department (food, cookware, tools, knives and baking). As well, profit sharing for all staff members creates an incentive to provide exceptional customer service and fosters employee loyalty.

As if she wasn't already wearing enough hats, Caren has successfully built her own trademarked brand, *cote d'azur* that now includes 375 SKUs.

She wrote her first cookbook *Vancouver Cooks* in 1990 and has since published five more best sellers. Her seventh cookbook *Starters, Salads and Sexy*



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Sides, will be released in October with a huge launch party planned at the store.

Between her columns, her TV appearances, her school, her cookbooks, and her vibrant -in-store personality, Caren McSherry has earned a well-deserved reputation as one of the foremost culinary experts in the Vancouver area. She was recently inducted into the B.C. Restaurant Hall of Fame and has been

featured in Business Vancouver's Top 25 Performing Businesses in B.C. And she has managed to balance this busy professional life with raising her two children, Christina and Jason (now adults).

Over the years, she has taught more than 40,000 students to cook but even more people have been inspired by her incredible retail vision with The Gourmet Warehouse. ~



International retail award program honours the best of the best

The *gia* program was created in 2000 by the IHA and International Home + Housewares Show to foster innovation and excellence in housewares retailing around the world. (*Home Style* has been the Canadian sponsor from the start.) The competition is structured on a national and global level to honour housewares retailers for excellence in:

- Overall mission statement and vision;
- Store design and layout;
- Visual merchandising;
- Marketing and promotions;
- Customer service and staff training;
- Innovation.

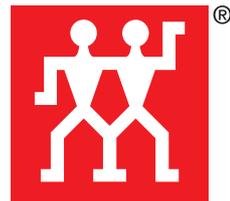
Each national *gia* winner is invited to the International Home + Housewares Show in Chicago where the global jury will select up to five *gia* Global Honorees, the winners of the Martin M. Peger Award and the *gia* Digital Commerce Award.

The 2016-2017 national winners are:

Argentina - Jumbo
Australia - LUC. Design
Brazil - Doural Home & Design
Canada - The Gourmet Warehouse
China - Tayohya Corporation
Colombia - Fabricas Unidas
Denmark - Skagerak Denmark
Eastern Europe - Potten & Pannen Staněk
KitchenAid Concept Store & Gourmet Academy (Czech Republic)
France - Culinarian
Germany - One Kitchen
Greece - Parousiasi
India - The Home Sukh
Ireland - Stakelums
Italy - Stile Event Store
Japan - The Loft Co. Ltd
Middle East - Homes R US (United Arab Emirates)
Netherlands - Kooklust 121
New Zealand - Green with Envy
Philippines - Rustan's Supercenters

Poland - Dajar sp. z.o.o
Portugal - KROST
Russia - Dreamhouse
Spain - Culinarium
Turkey - Bernardo
UK - Borough Kitchen
Uruguay - Amo Cocinar
USA - Toque Blanche
USA/Internet - Amazon.com

The winners are honored at a gala awards dinner on Saturday evening during the Chicago show, where the five *gia* Global Honorees will be announced. Other highlights include a *gia* showcase in the Hall of Global Innovation, in Lakeside Center Lobby, where visuals of the national *gia* winners' award-winning store design and branding ideas, examples of exquisite visual merchandising and innovative displays are presented. Banners for the winning retailers can be seen in the Grand Concourse walkway at McCormick Place.



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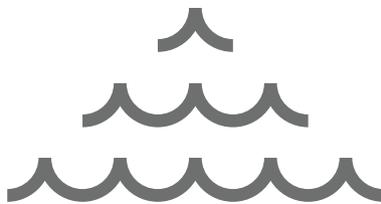
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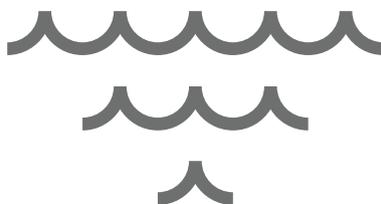




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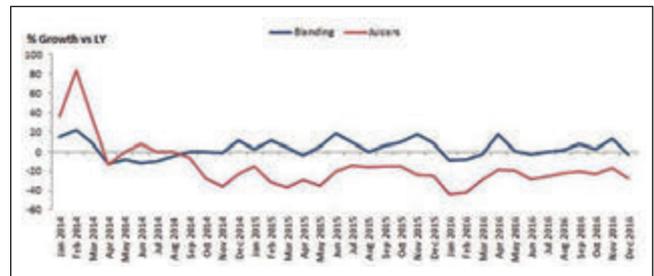
Motor-driven market trends

By Dave Adamchick, The NPD Group

Consumers using their kitchen appliances are often unaware of the technology within, and only consider the motor when it stops working. In a way that's a good thing because it shows they trust their appliances are reliable. But motors are often the driving feature in the performance of a small kitchen appliance.

Three years ago, juicers were the hottest category with rapid growth. But in mid-2014, the category began to experience year-over-year dollar declines from those heights. Some of that dollar volume has likely been going to blenders. The blending category's annual sales (hand, single serve, and traditional) grew by 10% in 2016 vs. 2014, and that growth has been muted by single serve, which peaked a few years prior.

It makes sense that blenders have become a more popular category for more consumers than juicers since they're more versatile in function and can prepare a variety of foods. Yet more recently, the 12 month year-over-year growth in blenders has been



in the low single digits – no small feat given the strong record of growth for the last few years – but we may be seeing the beginning of the plateau for this category cycle. Retailers shouldn't dismiss the fresh beverage trend just yet, however. There is potential growth in mixers thanks to innovative new add-ons such as a juicer attachment that leverage the powerful motor in a stand mixer. Mixers were also the top revenue category for the November-December 2016 holiday months.

Cuisinart plans to simplify food prep at home with the introduction of the new electric PrepExpress Slicer/Shredder/Spiralizer. Now it's easier than ever for your customers to make fresh fruits and vegetables part of everyday meals. This 3-in-1 machine can effortlessly create wide ribbons or crinkle-cut spirals of fresh zucchini and apples, and thin or wide butternut squash or beet "spaghetti." Slice cucumbers for salads, waffle cut potatoes for chips, and create thick or thin shreds of veggies for fajitas. With a total of eight different possible food cuts, the PrepExpress makes it easy for everyone to eat healthy!



Edgecraft is launching two new Professional Electric Food Slicers this spring under the **Chef's Choice** brand. Model 672 has a 10-inch diameter, hardened stainless steel blade while model 663 has a 8.6-inch hardened stainless steel blade and slightly smaller footprint. Both are rugged and highly-engineered slicing machines with die-cast metal construction and tilted design for fast and efficient slicing. Designed for precision, they are ideal for sporting enthusiasts, caterers, chefs and home cooks. Both models feature heavy duty powerful induction motors for extremely quiet operation; commercially hardened stainless steel blades; an anodized aluminum blade-cover reduces friction for smooth cutting of difficult to slice foods.

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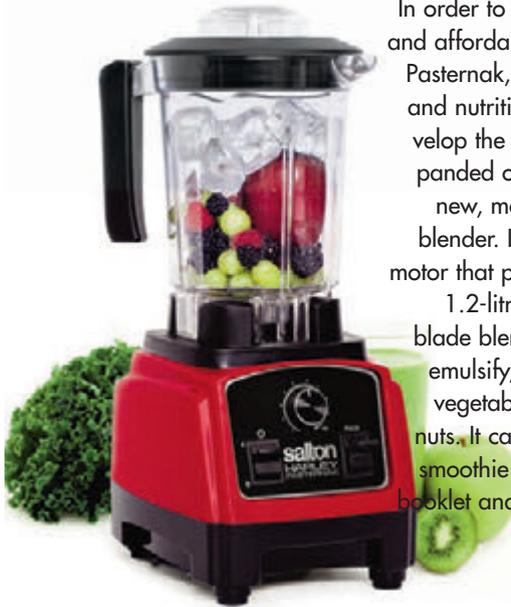
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In order to provide the perfect blend of power and affordability, **Salton** partnered with Harley Pasternak, bestselling author, celebrity trainer and nutritionist to the Hollywood stars, to develop the Power Blender. Salton has now expanded on that success and is introducing a new, more compact version of the popular blender. It's powered by a 1000-Watt, 2-HP motor that produces 23,000 RPM. It includes a 1.2-litre BPA-free Vortex jar with an eight blade blending system that will blend, crush, emulsify, chop, and liquify whole fruits and vegetables as well as ice, frozen fruits and nuts. It can easily prepare everything from a smoothie to hot soup. It comes with a recipe booklet and two on-the-go bottles to help promote a healthy lifestyle.



The **Omega** Juice Cube is a self-storing compact "masticating-style" juice extractor. It juices at low speeds of 80 RPM to minimize heat build-up and oxidation. The auger system forces produce into a tight chamber, grinding and pressing the food to squeeze out the juice from items as fine as wheatgrass and leafy vegetables. It has five adjustable settings plus continuous juicing with pulp ejection. Omega is also promoting two high powered blenders. The OM6560S, below, has a 3 HP motor and features 11 speed with LED light indicator. It has a toggle switch for high or low speeds and pulse function. The OM7560S, bottom, also has a 3 HP motor and offers 10 speeds plus a 6-minute timer and automatic shut-off. Both blenders feature a 64-ounce BPA-free container, stainless steel blades and metal drive coupling.



The **Breville** Control Grip, left, was created to allow the user ultimate control and ease over mixing. From salsas to smoothies, the Control Grip stands up to other mixers with a reduced suction blade and bell-shaped non-scratch base. The internal ribbing prevents excessive suction. For added comfort and stability, the ergonomic trigger grip allows the user to maintain a natural hand position.



The new Breville Sous Chef food processor, below, features an extra wide feed chute and variable slicing disc with 24 settings, so that you can customize the thickness of slices from paper-thin 0.3mm to thick 8.0mm. The 'S' blade cuts through the toughest jobs in seconds. The 1200 watt 16 Pro model comes equipped with a 16-cup (3.8L) capacity bowl and mini processing bowl for smaller tasks. Breville will also be promoting the Boss super-blender, far left. Rated for commercial use, it combines ingredients evenly using a unique folding action without having to intervene.





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PHILIPS

A perfect blend



The ProMix hand blender from **Philips** provides optimal control with a triangular blade shape and powerful 300-watt motor. The Titanium-coated blades are six times harder than steel and stay sharp longer. With Speed Touch, users can instinctively control the variable speeds. An anti-splash blade guard has a special wave shape while the ergonomic grip ensures secure and easy handling. It also features a Turbo function.

The new Viva compact pasta maker from Philips is the automatic solution to creating homemade pasta and noodles quickly and easily. The Viva can make up to 15 ounces of fresh pasta in 18 minutes. It offers automatic mixing, kneading and extruding. It comes with three shaping discs and has a smart drawer design for storage. It also includes a flat pasta cutter/cleaner, water cup, flour cup and cleaning brush.



This new 7.5-inch meat slicer from **Hamilton Beach**, right, has a powerful 200-watt motor, precision rotary stainless steel blade and smooth gliding food tray. The removable blade and tilt-out food tray allow for easy cleaning. The sturdy base and suction cup feet allow for stable operation. Compact for easy storage.



Hamilton Beach makes healthy cooking easy with the 4-in-1 electric spiralizer. In response to the latest culinary trend, it comes with four cones to make thin spirals, thick spiral, ribbons (wide, thin slices) or grating. It's great for zucchini, squash or large carrots. The 6-cup bowl comes with a storage lid. The metal food grip holds food securely and all removable parts are dishwasher-safe. It offers compact, nested storage and comes with a cleaning brush.



A sleek new "Quiet" blender from Hamilton Beach, shown left, offers a quiet shield design for sound reduction while blending. Features include a 48-ounce BPA-free glass jar and 950-watt peak power motor. The MultiBlend jar and blade design ensure more versatile performance for icy drinks, food and more. Speed increments allow for multipurpose blending while the Pulse Function provides ultimate control. Pre programmed functions include Smoothie, Ice Crush and Clean. The lid comes with a drip free pouring spout. The blender also features resettable thermal protection against overheating.



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Drinkware designs

The latest in glass beverageware, drinkware and stemware



Danesco has introduced the Artland Garden Terrace wine caddy and glasses, above. Inspired by the natural warmth of hand-woven artistry, this water hyacinth wine caddy comes with six stemmed glasses. Below, Durobor Scotch glassware sets, also from Danesco, are functional, strong and elegant. The Scotch collection is sold in sets of six and available in four different sizes. The shape is perfect for everything from soda to spirits.



The LSA Bullet collection, above, has a distinctive shape with a heavy base. The glassware now comes gift boxed in pairs from **David Shaw**. Also new is the Juliska Amalia range, left. Mouthblown by master glassblowers in Prague, each piece is a work of art with a spiral threaded design.



Made of BPA-free Tritan, these **Ricardo** glasses offer an outstanding durability and glass-like clarity with the advantage of being unbreakable. The unique textured bottom on the wine and stemless glasses creates a brilliant effect when filled with liquid. The three different shapes are sold in sets of four glasses each. Lightweight and dishwasher safe, these shatter-resistant glasses are perfect for outdoor and everyday use.



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Drinkware designs



Abbott will debut several new glassware collections this spring. The sleek Disco line, left, features both a goblet and stemless goblet with a shiny dot design in four colours. The Festive line, right, includes flutes and goblets with four holiday words in gold.



PSI's **Final Touch** lead-free crystal glassware is reinforced with Durashield Titanium for increased durability and to resist chips or scratches. Barium is also added, in place of lead, to provide a truly lightweight crystal with an elevated brilliance. The ultra-fine cold-cut rim offers optimum mouthfeel. A contemporary v-shaped bowl has a modern look and is shaped to maximize flavour and aroma while the flat base adds stability.



Tossware products from **InterContinental** are made of high quality BPA-free recycled polymer and feature a space-saving stackability. Shatterproof with a crystal-like clarity, they provide the feel of a premium taster glass but are recyclable. Each glass comes packaged with a sleeve.



Trudeau is introducing Splendido, a complete glassware collection made of crystalline with the addition of Titanium to offer resistance and brilliance. The collection is made in the Czech Republic, in the Bohemia region renowned for its centuries of high level craftsmanship and its use of superior raw materials. It's backed by a 25 year warranty and is dishwasher safe. Splendido glassware is packaged in boxed sets of four, right. The glasses are available in five sizes (including a stemless wine glass and champagne flute). The environmentally-friendly crystalline glass doesn't include any lead compounds.



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Drinkware designs



Cuisivin introduces the expertly crafted MasterBrew Beer Tasting flight, above. The uniquely shaped glasses are designed to appreciate the complex flavours and aromas of craft beers. Beautifully gift boxed, the MasterBrew Tasting flight will impress the most discerning customer. The Glendale Whisky Glass, right, is made from fine German lead-free crystal. The tulip shaped glass is built for subtle swirling and angled to gently release complex aromatics. The ergonomic stem offers a comfortable grip without warming the whisky.



Waterford has expanded its Connoisseur barware collection to include six mixed patterns designed for the whisky enthusiast, above. The company has also added two new shades to the colourful Lismore Pops line. The contemporary range is now available in aqua and hot pink, left.

Launched this spring, this set of four cheerful stemmed beer glasses from **Sagaform** feature a different decal on each glass. It ensures that everyone at the party will know which glass is theirs. Each holds 14 ounces and are dishwasher safe for easy cleaning. The set is packaged for gift giving with a sleeve providing product information. Simply remove the sleeve to reveal a polka dot gift box with coordinating ribbon and gift card.



Zak will debut several Despicable Me 3 licensed products this spring. These adorable two ounce mini glasses are made of thick glass for a heavy, substantial feel. They feature a tall, slim design that makes them easy to store in cupboards or lined up on countertops.

Enjoying one to two drinks a day reduces your risk of stroke by nearly 10%. Small amounts of alcohol have a mild blood-thinning effect, which may reduce clots from forming and lodging in arteries.



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Sistema Ultra clear canister containers have an exclusive airtight rubberized co-molded sealing lid. The lids have a non-slip band that provides an easy grip. Odor-free and dishwasher-safe.



Retro-inspired Planta glass dishes from **Danica** add vintage charm to any kitchen. Available in two styles, flora or fauna, they are oven safe up to 400°F.



Click Clack stackable containers from **Innova** are made of borosilicate glass to handle hot or cold. Offered in three sizes, they feature an easy-press lid and are oven and microwave-safe with lid.



Available in four different sizes, **Ricardo** dry food containers stack to save storage space. The twist-lock lids with silicone ring create an airtight seal to preserve freshness of food longer.

Clear containers make it easy to see the contents. Corners are rounded for easy pouring while textured sides facilitate handling. The BPA-free containers are suitable for use in the microwave and are dishwasher-safe.

The Simax pump storage system from **David Shaw** includes a set of three borosilicate glass containers, each with air and liquid-tight lids. They are safe for the freezer, dishwasher and microwave with a high resistance to thermal shock from rapid temperature change. Simply press the silicone stopper down to seal container and release to open or when using the microwave.



The OXO Good Grips Snap 8-piece food storage system from **DanESCO** includes glass containers in four round sizes. Each features a Snap lid with four locking tabs that provide a leak-proof seal. Made of thermal shock-proof borosilicate glass.

Lys Carré stackable square containers from **InterContinental Mercantile** are made from Duralux tempered glass with plastic, tight-fitting lids that are perfect for storing food or reheating leftovers. Without lids, they can even be used as serving dishes. Each container is thermal resistant providing refrigerator to microwave convenience.





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Wonderful wood

All natural bowls, planks, platters and serving trays

This large rectangular plank board from **Abbott** is part of the Cottage Life collection. The brown acacia wood plank features burned edges and a branded logo for an earthy presentation.



The Pineapple board from **DanESCO** is the perfect blend of marble and acacia wood, making it both practical and decorative. Also new from DanESCO is an acacia wood steak board. This board is reversible and has a built-in handle to enhance the presentation of all foods.



The Rootworks line of hand carved root bowls and platters are now available in a new darker chocolate-toned finish, below left, from **Enrico**. Each piece is shaped by hand and will be slightly different from one to the next. There are seven different styles to choose from. Also new is this two-toned acacia salad bowl, below. The simple shape makes a classic statement. It comes with matching acacia wood servers.



This acacia wood serving board from **Swissmar** features a beautiful grain and a removable glass insert that can be chilled ahead of time to keep cheese cool. With a Swiss-inspired mountain design, this board is easy to care for by simply washing with a mild detergent. It comes with attractive window box packaging.

This finely crafted 5-piece acacia cheese set from **InterContinental** includes a cutting board with a pivoting top which opens to reveal four cheese knives. Featuring a natural finish with burnt edges it can double as a rustic serving piece. A perfect gift for the cheese lover.



Wonderful wood



TOSCANA, a Picnic Time brand has come out with three new cheese/cutting boards that feature acacia wood. The Acacia-Brie and the Acacia-Circo are boards made to swivel open and close, to reveal cheese tools that fit perfectly in their custom inlays. The Acacia-Circo

features (left) four stainless steel cheese tools. Also new for 2017 is the Artisan Serving Plank. The Artisan Serving Plank, below, has a paddle-shaped serving plank with a variation of light and dark wood grains. It features a live bark edge on one side and a hemp hanging loop.



Consumers can serve their favourite cold beverages in these tumblers from **Product Specialties** that are designed to look like an old barrel. Made from solid wood and sealed with a food-grade coating, they're great for backyard parties & barbecues. Available in a set of two, each tumbler has a 12-ounce capacity. They can be easily cleaned by hand washing with warm soapy water and mild dish detergent.



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international home + housewares show Booth# L12125

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International Home + Housewares Show

March 18 to 21, 2017 • McCormick Place • Chicago

The sold-out 2017 International Home + Housewares Show will put the well-connected Smart Home in the spotlight at McCormick Place in Chicago. The show opens the day after St. Patrick's Day – ensuring visitors will be able to enjoy the annual tradition of dyeing the Chicago river green – and offers the largest assortment of trend-setting kitchenware in North America.

“We have exceeded last year's exhibit space square footage, a continued sign of how important this world-class marketplace is to IHA member suppliers,” says Phil Brandl, IHA president & CEO. “We look forward to bringing the industry together at the premier housewares trade event.”

The Show will host more than 2,200 exhibitors from around the world, including 400 new companies exhibiting for the first time.

The new IHA Smart Home Pavilion will be located in the Hall of Global Innovation in the Lakeside Center and the show is also offering several educational seminars and exhibitor Smart Home signage. Tech experts Mike Wolf, curator of the Smart Kitchen Summit, and Carley Knobloch, digital lifestyle expert, will be at the pavilion to answer questions and discuss the emerging technology and trends.

Also new this year is the Excellence in Booth Design Award honouring exhibitors for their booth presentation. Based on creativity in design, merchandising and messaging, one overall winner and two winners from each Expo will be awarded.

The Discover Design Expo returns to its new location in the North Building and will feature nearly 200 companies and brands from all Show categories, along with Design Debut, which allows 11 new-to-the-show exhibitors whose product demonstrates high-design and innovation to come and experience the International Home + Housewares Show without having to create an entire display. *A Toast to the Trends* reception on Sunday from 5:30 to 6:30 p.m. will give buyers and news media attendees an opportunity to mingle with Discover Design exhibitors in the Discover Design Gallery.

Other show highlights include an expanded New Exhibitor Preview opening at 8 a.m. on Saturday morning before the Show opens; the Hall of Global Innovation featuring the Show's special exhibits, including Pantone ColorWatch, IHA Global Innovation Awards (*gia*) and the IHA Student Design Competition. The Innovation Theater will offer 21 presentations exploring important issues including the Internet of Things, global lifestyle trends and age and gender marketing. And the standing-room-only educational seminars led by IHA's colour expert Leatrice Eiseman and lifestyle guru Tom Mirabile are sure to be popular again this year.

A Power Hour from 5:30-6:30 p.m. on Saturday through Monday offers exhibitors and buyers an opportunity to extend their meetings for an additional hour after the 5:30 show closes. Appointments for Power Hour are encouraged.

To register for a no-charge show badge, visit www.housewares.org. To view the entire Show lineup, download the Show's mobile app, IH+HS 2017, or visit www.housewares.org and search Housewares Connect 365 to download a complete list of 2017 exhibitors as well as to view floor plans, product catalogs, new product photos and videos and complete company contact information for each exhibitor.

Top chefs demonstrate their culinary skills

Celebrity chefs Rick Bayless, Paula Deen, Lorena Garcia, Stephanie Izard, Ming Tsai and Fabio Viviani are returning to prepare their favorite recipes in the Cooking Theater at the 2017 show. Also appearing will be YouTube personality Rosanna Pansino.



The chef demonstrations will begin at 10:30 a.m. on Saturday, March 18 and continue through Tuesday, March 21. During the four days, 25 national and local celebrity chefs will be demonstrating their culinary talents using products that can be found on the show floor. Located in the Dine + Décor Expo in the South Building, the theatre is sponsored by KitchenAid, Oneida, Wilton and WellnessMats.

Lorena Garcia, the Venezuelan-born restaurateur, TV personality, producer, philanthropist and published author, is well-known for several TV series, a successful chain of restaurants and cookbooks. She has taken her love of cooking to the next level by creating the Lorena Bella Kitchen Collection for HSN.

Stephanie Izard was the first woman to win Bravo's *Top Chef* and the only winner of the original version of the show to take the title of "Fan Favorite." She is a James Beard "Best Chef: Great Lakes" recipient in 2013 and the owner of three Chicago restaurants. Ming Tsai, a James Beard Award-winning chef, has won an Emmy Award for his TV show *Simply Ming*, now in its 13th season on PBS and is the author of five cookbooks. Fabio Viviani, best known for his television debut on Bravo's *Top Chef*, currently owns 15 restaurants across the country.

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PURCHASING HABITS THROUGH THE AGES

The purchasing desires and habits of Boomers, Millennials and GenXers and the differences in how and why men and women shop for home goods are some of the topics trend analysts will address during sessions in the Innovation Theater at the 2017 International Home + Housewares Show.

Four programs outlining age and gender differentiations will be among the 21 executive-level educational sessions at the Innovation Theater, located in the Hall of Global Innovation in the Lakeside Center. Presentations will include discussions surrounding emerging Smart Home products, global lifestyle and retail trends, licensing, future food and healthy living.

Presenting their research findings on age and gender topics will be Stephen Reily of Vibrant Nation; Joe Derochowski of The NPD Group; Marsha Everton and Whitney Ryan of AIMSights; and Steve Katz of Man the Kitchen.

As the gender shifts in the workplace and home continue to evolve across society, a rebalancing of roles and responsibilities in the kitchen impact the consumer marketplace. Opening the Theater series on Saturday, March 18 at 11:30 a.m. with "Man the Kitchen: The Recipe for Strategic Merchandising," Steve Katz, creator of the Man the Kitchen brand, will offer a contrasting perspective to the housewares industry's decades of attention to the female consumer. He will present intriguing insights on the growing importance of men who use and purchase kitchen tools, including the psychology of men in the kitchen and their preferences for high-performance cookware and appliances, which can mean higher revenue for kitchenware suppliers.

"When men cook, there's a lot more than cooking really going on," suggests Katz. "Anyone who has witnessed men immerse themselves in dramatic clattering and chopping as they claim their territory in the kitchen or at the grill has seen their emotional connection and identity triggered by their unique 'own it' attitude toward their knives, tools and cookware."

Following Katz will be consumer brand expert Stephen Reily, who will discuss the demographic trends that make GenX and Boomer women the most influential and important housewares consumers today. In his presentation, "Influencer Marketing: Turning Housewares Consumers into Marketers," Reily will provide insights into what motivates these women to buy and will offer case studies on how to use influencer marketing to engage such consumers to become your best ambassadors.

On Sunday, March 19 at 10:30 a.m., Joe Derochowski, NPD's expert on food and beverage preferences, will present "Disrupt Today's Trends and Point Them in Your Direction," revealing how Boomers and Millennials, in their pre-children and post-children life stages, find themselves at prime decision points for home changes.

"Moving into a new home or remodeling an existing home is a key life moment. There will be a significant number of new empty-nesters deciding to downsize, upsize or remodel in the next eight years," he explains. "Additionally, this older generation buys items such as slow cookers, toaster ovens, single-serve coffeemakers, at a higher rate than their Millennial children who are in a similar home-related life moment. We will outline opportunities to address needs across the generations."

AIMSights researchers Marsha Everton and Millennial Whitney Ryan will present "Love the One You're With – Boomers Spending Big" on Monday, March 20 at 9:30 a.m. Everton and Millennial associate Ryan will outline how the interaction of these generations yields opportunities for housewares marketers. "Baby Boomers, since birth, have changed the perspective on every stage of life and challenging the conventional wisdom," says Everton. "The leading edge of this generation is now turning 71 and they are rewiring, not retiring."

An annual favorite with Innovation Theater audiences, Everton and Ryan will share their demographic, psychographic and anthropological research along with insights on how to rethink marketing strategies to reignite brand appeal.



CANADA NIGHT 2017
Sunday, March 19th
The Intercontinental Hotel
6 p.m. to 8 p.m.

Join hundreds of your colleagues in the Canadian housewares industry for the hottest party of the year and celebrate our country's 150th birthday. Tickets can still be purchased from Maureen Hizaka at mhizaka@chhma.ca.

HCF celebrates 20 years

The Housewares Charity Foundation will celebrate 20 years of raising funds for designated charities and uniting the housewares industry during its annual gala on Monday, March 20th.

Three industry leaders will be honoured including Janet Hayes of Williams Sonoma and Richard L. Boynton of Jura. Phil Brandl, president and chief executive officer of the International Housewares Association, will receive the Lifetime Leadership Award.

The Gala will be held at Navy Pier, starting at 5:30 p.m. Proceeds will benefit the Breast Cancer Research Foundation, the HCF's legacy charity, and No Kid Hungry. Since the first gala in 1998, HCF said it has raised more than \$48 million and has been credited with donating more than \$27 million to BCRF.

Co-chairs for the 2017 event are Peter Cameron of Lenox Corporation and Keith Jaffee of O2 Cool.

The 2017 theme, "A Purpose. A Plan. A Promise," celebrates the philosophy and mission envisioned by the housewares executives who created the Foundation in 1997. The evening will include auctions and entertainment, along with the honoree tributes and a cocktail reception featuring eight tasting stations hosted by James Beard Foundation chefs. Dinner will feature a three-course meal designed by Tony Mantuano of Spiaggia Restaurant & Lounge.

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Chicago Housewares Show Product Preview



The new **Vitamix** Ascent Series features four new blenders with high end finishes. The series combines state-of-the-art design with power and precision, along with intuitive controls. A clean, easy-to-use interface provides a sleek look, while the controls are intuitive and user-friendly. Each Ascent Series machine comes with a 64-ounce container and a clear lid, allowing users to monitor blending without interrupting it. The lid plug doubles as a measuring cup for ultimate convenience. A redesigned spout features a narrower opening for easier and cleaner pouring.

Visit Booth L12147

ta da will introduce three more ways to keep kitchen counters organized. The silicone DrySmart mat has built in nibs to support wet dishes or the new aluminum folding rack and compact dish rack.

Visit Jascor at Booth S1217



The Chef's Choice two-stage compact knife sharpener, below, will quickly and expertly sharpen and hone knives manually. It has a soft touch handle for a secure grip and stores easily.



The Chef's Choice professional indoor electric grill, above, features a ceramic non-stick coated cast aluminum grilling plate. This family-size, 141-square inch grill provides quick, even heat and the lightweight plate lifts out easily for quick clean up. The drip tray keeps fat from splattering.

Visit Edgcraft at Booth L11161



The Herb Bird, left, uses a quick back and forth action and four stainless steel blades to mince herbs with minimal effort. The front end beak acts as a scraper to push cut herbs into a pile. A protective cover provides safe storage. Disassembles for easy cleaning. Also new is a marinade injector with two needles, right. The large capacity injector holds 1.5 ounces with measure marks clearly printed on the body. The small 3.5mm needle used for injecting liquid marinades and melted butter.

Visit Norpro at Booth S2010



Chicago Housewares Show Product Preview



Eliminating the need to master knife skills for paper thin slices of cucumbers, radishes, zucchini or apples, the Gourmet Slicer from **Microplane**, above, delivers superbly uniform slices that are two millimeters thick with minimal effort. Also new from Microplane this spring is the versatile and convenient 3-in-1 Twist & Zest, below. It combines a reamer, a zester, and a channel knife for twist garnishes into one durably constructed, space-saving tool. The transparent reamer at the top of the gadget efficiently extracts juice from citrus fruits, and also doubles as a protective cover for the tool's zest blade.

Visit Booth S3643



Dove Grey will be featured on the Calico, Felicity and Pantry collections at the **Denby** exhibit. This new lighter colour gives tableware a 'dappled' look. **Visit Booth S2035**



Drinkmate by **i-Drink** allows users to carbonate everything from juices to cocktails and even beer. It features a patented fizz infuser that controls the carbonation and facilitates cleaning. The small footprint fits easily on any kitchen counter. A new portable 14-inch Spritzer unit will be introduced at the March Chicago show.

Visit Booth L13326

The new Stoneware Line by **Lodge** includes three red pieces that are molded out of natural clay, right. They are fired at high temperatures and then glazed with vibrant colours for a lifetime of better baking and stylish serving. These baking dishes are ideal for everything from standout side dishes to eye catching entrees to delightful desserts. They are available in three colors; red, white and blue and are dishwasher safe, and microwave safe. The sizes are 9.5 inch round dish, 8 x 8 inch square dish and 9 x 13 inch baking dish.

Visit Booth S3218



Chicago Housewares Show Product Preview

The **Excalibur** RES10 dehydrator features 10 trays with a digital controller. It can accommodate multiple programs with different temperature setting for various drying needs. There is a large drying capacity with two drying zones. Users can program two time durations and two temperatures for faster drying times. It also features Parallexx horizontal air flow for fast, even drying and Hyperwave technology for more accurate drying.



Visit Omega at Booth L12125



The Neat-Tote 2-tier vertical sorter, left, has a robust metal A-frame design that hangs two totes vertically to maximize space. It is ideal for the laundry room or bathroom. Visit Neatfreak at Booth N7740

The Next Generation Airfryer will be star of the **Philips** exhibit in Chicago. It uses less than a tablespoon of oil, there is no preheat necessary and the basket cleans in less than 90 seconds. Unique TurboStar technology facilitates air circulation for evenly distributed heat. Also new is Viva Multi-chopper, left. With ChopDrop technology, it has a uniquely designed chamber to keep the onion in while three sharp blades are chopping.



Visit Booth L11336



Danica will introduce Berry Patch bowl covers, above. They eliminate the need for plastic wrap and the lining prevents moisture from escaping to keep food fresh. Visit Booth S523



The two-tiered Potluck portable casserole tote from **Picnic Time** has an insulated compartment to carry warm or cold items. A separate zippered entry section on top that can be used for utensils and other potluck necessities. The handles have built-in elastic loops to hold one serving utensil and the top has a framed window slot and ID card. Also new from PicnicTime is the Ottoman Cooler, right. It features a 24-can capacity and is fully collapsible with a padded lid to sit on and a front panel for easy access to snacks. An integrated luggage strap on the back side allows for attachment to a trolley for transport.

Visit Booth S1220





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Philips Pasta Maker
Make various types
of pasta and
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Chicago Housewares Show Product Preview

Salton is introducing several new appliances in Chicago. The Jumbo Joe coffee maker brews a whopping 14 cups of coffee. It features a 24-hour programmable timer and keep-warm function keeps coffee at the ideal drinking temperature. With an attractive design and stainless steel accents, this large capacity unit will automatically shut off after two hours.



Salton will also unveil three innovative new kettles. These small kettles, in black or white, can boil as little as one cup of water. The ergonomic, non-slip handle has a release button to easily open the lid. It's safer than a stovetop kettle and faster than a microwave.

Visit Booth L13112



PSI will launch a new *On The Rock* 5-piece whiskey set with bonus glass measuring jigger, left. The company will also introduce this unique ice bucket shaped like a giant cork. It has a commercial grade stainless steel insert and an exterior that is hand crafted from 100% natural Portuguese cork. **Visit Booth S3677**



Totally Bamboo has expanded its dishwasher-safe bamboo cutting board collection. Eight new Greenlite products will be added to the collection plus a two-tone pizza wheel. Each piece is made using Tri Ply construction to maintain the feel of real wood under the knife. **Visit Booth S2157**



The **Ricardo** portable BBQ has a compact design that is perfect for indoor or outdoor use, above. It comes with a carrying bag for easy transport. The integrated temperature gauge on the lid facilitates heat monitoring and the large grilling area is perfect for searing meats.

Also from Ricardo, this new ice cream maker can make frozen treats in just 20 minutes. The programmable timer control shuts the machine off once churning time is completed. It's easy to add ingredients with a wide opening on the lid and a digital countdown timer on the LCD screen.

Visit Starfrit at Booth S462



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Chicago Housewares Show Product Preview



The Andrea metallic mill series from **Swissmar** includes beautiful finishes such as copper (left) and a durable acrylic body with ceramic grinding mechanism. The company will also launch the Castell and Manor mill collections made of quality beechwood with three finishes, including gray wash.
Visit Booth S3628



The **Sitram** Sitra Pro pressure cooker has a one-handed open/close guide system. The 18/10 stainless steel cooker has five safety features and a decompressure valve to release pressure. It comes in two sizes.
Visit Booth S3707



First time exhibitor **Victoria Lekach** will be showing innovative, creative designs for the tabletop. The collections are made from acrylic, PVC and mirrors to make it stand out from other tableware on the market. The goal is to 'elevate the dining experience.'
Visit Booth N8615



Zoku will debut Shooter Ice Molds designed to create edible, cooling shot glasses from ice, chocolate, or candy. The edible shooters can then be filled with liquor or another beverage. Once the silicone molds are filled with water or other liquids, they are placed on the storage tray for freezing. Once frozen, the flexible silicone can be peeled back to reveal the frozen shot glass, ready to be filled. They're BPA- and phthalate-free.
Visit Booth N8507

T-Fal wants consumers to *join the revolution* with the OptiGrill SMART. It connects to any smartphone or tablet for the ultimate grilling experience. Users can feel the difference with remote monitoring. They can create customized profiles for precision grilling results. Hundreds of recipes and program settings are available with the OptiGrill SMART App (it can be downloaded in Google Play or Apple Store).
Visit Booth S4410



New Tritan active bottles from **Sistema** are uniquely co-molded with a rubberized seal and are guaranteed not to leak. Contoured grip and soft moulded finger loops allow for easy on-the-go drinking. Offered in a wide variety of colours, the bottle is also available with an infuser. Made in New Zealand.
Visit Booth S639



The **Tillow** is a large beach towel with a removable orthopedic foam pillow for comfort and relaxation that also has a touchscreen pocket for a smartphone and hidden storage space to keep valuables safe. It comes with removable chair belt and carrying strap.
Visit Inventor's Corner



Chicago Product Preview



Urban Trend will feature the Crushed garlic press, left. It can crush multiple cloves at once, with or without skins. They'll also launch the Reverso Funnel, below, a 2-cup measuring cup with integrated funnel that detaches easily. Visit Booth N8404



Visit Sagaform to see the new oak collection, including this lovely glass and oak salad bowl set with serving utensils. The wood trivet fits perfectly into the bowl. Also new is the Club collection, bakeware designed for gift giving such as this glass ice bowl with tongs, above. Visit Booth N8524



The HydraTak water bottle from Zak was recently presented with the Good Design award. Available in a variety of styles and colours, the bottles let users easily track their daily water intake with assorted silicone bands at the top. Visit Booth S1062

COMING IN MAY

Show highlights from Frankfurt & Chicago

• • •

Coffeemakers and espresso machines

• • •

Bakeware and decorating products

• • •

Sports/water bottles & hydration products

• • •

Cleaning products & floor care

Editorial Submission Deadline:
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Toronto Gift Fair sets positive tone for the year ahead

As the first (and only) Canadian trade show for housewares retailers, the January edition of the Toronto Gift Fair usually sets the tone for business in the year ahead. And based on conversations with exhibitors in Hall 7 of the Congress Centre, there is plenty of optimism and renewed positivity around the show.

With less than two years to go before exhibitors at the International Centre merged with the Congress Centre, show organizers and existing exhibitors are anxious to move in the right direction. There is talk of eventual categorization into two sections – ‘Home’ and ‘Fashion Accessories’ – and housewares suppliers are working together to explore ways to re-energize the August show for retailers and buyers. Watch for more details on these exciting new initiatives in upcoming issues of *Home Style*.

The fall fair is set for August 13 to 16.



Counseltron debuted a streamlined new look for their exhibit at the January show, above. Far left, first time exhibitors Christine Tessier and Souretis Panagiotis introduced the Zoe line of infused oils and vinegars while Port-Style launched the Lego line of colourful kids storage containers.



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It's always exciting to meet a new kitchen shop owner. Julia House (what a perfect name), centre, opened Maison Cookware + Bakeware last fall in Nanaimo, B.C. She's shown with Marion Burns, left, and Brigitte Roy of Danesco.



Debbie Bliss of The Cultured Kitchen in Cobourg, Ontario, left, with Donna King (the store's former owner), centre and Donna's daughter-in-law Sarah Giles.



Berni Gelinas of Kitchen Widgets in Sarnia, Ontario, reviews the latest products from Trudeau with Craig Hamilton.



Kelly Jordon-Mowat of Port-Style Enterprises, right, is shown with Marlene and Richard Koskiniemi of The Kitchen Nook.



Jacques Dubuc of Trudeau/Bormioli, left, stops to chat with Jordan Shiveck of Stokes Stores.

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Social media engagement

How to engage customers in the social media sphere and drive more traffic into your brick-and-mortar or online store

by Diane J. Brisebois, President & CEO, Retail Council of Canada

To many small retailers, social media is daunting. It's one thing to post a cute photo of your pet on Facebook. It's quite another to learn how to use social media as an effective marketing tool that will lead to results – but doesn't require an enormous amount of time, energy and money.

Stop perceiving social media networking as just another 'marketing thing' you have to conquer to increase sales. Instead, view it as an incredibly useful tool that, when used correctly, will help you reach new people who want to hear from you, who are interested in your products and services and who want to support your business.

Here are some tips for the not-so-tech-savvy small business owner.

1. You have to determine what results you want to achieve from your social networking efforts. Increased visitors to your website, your store, your events? Increased product or service sales? Increased number of subscribers to your e-newsletter or blog?

2. You need to figure out who your market is. Then you need to find your mar-

ket – your peeps, your tribes.

3. The people you're wanting to reach are on social media. Social media and web, that's your digital storefront. More often than not, people find you online, and if you're not online, you don't exist.

But don't try to be all things to all people. Why? Because if you're everything, you're probably nothing. Identify who is the most important customer and target those people specifically. Social networks like Facebook have sophisticated targeting parameters. You should use these to attract precisely the kind of people you want.

4. You will need to do a bit of trial and error to determine which social media platform is best for you to connect with your tribes: Facebook, Twitter, LinkedIn, Tumblr, Pinterest, Instagram, etc. You don't need to do them all.

5. Curate differently for different social media channels. People in different demographics and age groups prefer different social media. To help tailor messages to suit both demographic patterns and preferences, use free analytics available through various social media chan-

nels, as well as your own observations.

6. Use automation. Independent retailers who want to get the most from their social media efforts need to use the various automated tools available for free through different social networks. With a few clicks of a mouse, you can set alerts so you are notified whenever a customer writes or tweets and schedule posts to go live at a specified time, freeing up time to focus on other aspects of your store. Tracking tools will help you learn what posts drive customers to the store or to the site.

7. Mix it up. Monotony kills. To keep top-of-mind with your network you need to keep postings fresh. Use different images, posts and channels – photos one day, a text message the next. Cover a variety of things and have a point to make. Don't get into the trap of saying, 'Have a happy Monday'. Nobody cares.

8. Take smart risks. Independents should treat social media as the long game. You'll need to invest time into learning these marketing tools, and eventually you'll need to try some new things. The first risk might be striking out into a new social network – maybe committing to reaching customers through Instagram. Or using videos for the first time. If one doesn't work, it doesn't mean you're not making progress. Keep at it. Social media is more about emotion and movement than perfect execution.

9. Post often. Social media is like a cocktail party. Nobody notices quiet wallflowers.

10. You can't do it alone. If you don't have the budget to hire someone, consider community colleges or universities. Bring an intern on the team who might become a full-time employee.

Free analytics tools for every retailer

Who's following you online? How do they behave? These free analytic tools can help independent retailers size up their social media following.

Facebook Insights: Lets retailers gather information about local demographics and competitors' Facebook pages.

Twitter Analytics: Gives retailers a deep understanding of what tweets hit their mark with the target audience.

Google Analytics: Delivers granular details about demographics, geography, industry benchmarks and other information useful to retailers.

Hootsuite: Helps identify audiences, distribute messages, and more, while giving retailers a dashboard for automating and scheduling multiple social networks.

Social Mention: Lets you analyze social networks for mentions, keywords and hashtags

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