

# HomeStyle

Canada's Housewares Magazine

July 2018

## DOUBLE SHOW Preview!

A RETAIL GUIDE TO THE  
Las Vegas Market  
& Toronto Gift Fair

CASUAL  
**TABLE**  
SETTINGS

PEPPER MILLS  
& SPICE  
GRINDERS

COST-SAVING  
**FOOD**  
CONTAINERS

AT HOME WITH THE  
HOUSES IN  
NANAIMO, B.C.



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unforgettable meals.

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PUBLISHER & EDITOR  
Laurie O'Halloran  
Phone (905) 338-0799  
[laurie@homestylemag.ca](mailto:laurie@homestylemag.ca)

EDITORIAL CONTRIBUTORS  
Denise Gaze  
Candace Sutcliffe  
Jennifer Cox  
Jane Zatylny  
Haley O'Halloran

GRAPHIC DESIGN & AD PRODUCTION  
Robin Forsyth

FINANCIAL DIRECTOR  
Claire Girard

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**July 29 to August 1, 2018**

### LAS VEGAS MARKET

World Market Center, Las Vegas, Nevada  
Visit [www.lasvegasmarket.com](http://www.lasvegasmarket.com)

**August 12 to 15, 2018**

### TORONTO GIFT FAIR

Toronto International Centre/Congress Centre  
Contact the Canadian Gift Association at [cangift.org](http://cangift.org)

**August 12 to 15, 2018**

### NY NOW THE MARKET FOR HOME + LIFESTYLE

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## Opening Lines

### A true measure of success

**H**ow do you define success? Everyone has a different measurement of achievement. Woody Allen once said that "80% of success in life is just showing up". But of course it's much more than that.

For me, success means being able to make a living doing something I love. So in those terms, I've been successful most of my life. For others, it can be climbing Mount Everest. Or learning to play guitar. Or watching your children graduate – finally.

It's true that money can't buy happiness, but success often does. For most private companies, however, success can usually be measured in terms of profitability. But in this information age, the rules of the game, and the measurement of success, have changed. Turning a profit is no longer job one, as Amazon has proven. Making money is no longer the most important goal. Capturing as much market share as possible is now key, no matter the cost. The value is in the data, not the dollars. Last year, 76% of the tech companies that went public in the U.S. were unprofitable on a per share basis.

Spend big, grow fast and plan to be profitable down the road. That seems to be the mantra of the day for public companies and tech giants, but it doesn't apply to smaller retailers and vendors where personal success and job satisfaction comes from so many things beyond simple dollars and cents. Finding the next big product and then watching it take off. Making a customer happy and watching them return to your store again and again. Giving your employees a reason to come to work every day, and watching them thrive. For many, these are the true indicators of success, but they're not easy to measure.

The same is true of success in the trade show business. Determining the success of a show in our industry depends on who you talk to, and opinions vary widely. Making sales and writing orders are the only measurement sticks for some vendors. For passionate, hard-working sales agents like Jennifer Frankland, who is featured in this issue, finding a great new line, or meeting a new store owner (and potential customer), makes any show a success for her.

For manufacturers and distributors, each show is like a focus group to test new products or merchandising strategies. Finding new products is still the number one reason retailers attend trade shows. Often, the vendors who complain the loudest after a trade show are those who had nothing really new to display. And whose fault is that?

Flexibility and resilience are two traits that are essential in retail *and* in show business. Standing still is not an option. The Toronto Gift Fair gives Canada's smallest retailers, who can't always afford to travel to Chicago, a chance to see all that's new under one roof. It's still the best way to source new products, keep your inventory fresh and on trend. And connecting with like-minded people, both on the show floor and after hours, is invaluable.

The Toronto Gift Fair is facing new challenges in the marketplace but CanGift is doing the right thing by bringing all exhibitors together under one roof at the Congress Centre in 2019. Thousands of small retailers want and need this show to be successful and this updated format will give the event a new energy. I'm excited about the potential, and the fact that so many housewares exhibitors are committed to making this show a success – by any measure.



– Laurie O'Halloran  
[laurie@homestylemag.ca](mailto:laurie@homestylemag.ca)

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## People In The News

• **Jeff McLaughlin** was recently named Vice President of Sales for Trudeau. He was formerly general manager of Wilton Canada.

• **Nicole Hilton** has been named Communications Specialist for the Canadian Gift Association. In her new role, she will be promoting the Gift Fair and its exhibitors to the retail community.

• **Terry Davis**, CEO of Home Hardware Stores, has been given the additional role of company President.

• Microplane has named **Cathy Ayers** as the company's new National Sales Manager, kitchen products. She will be reporting to Joel Arivett, Microplane's President of Sales and Marketing.

• **Tania Henderson** has been promoted to Vice President of Sales, Canada, for Breville Canada.

• After 22 years as president and CEO of the International Housewares Association, **Phil Brandl** will retire from the association at the end of the year and transition to a consulting role from day-to-day responsibilities.

"This transition has been planned for quite some time, all things must come to sunset at some point," he says. "My time at IHA has allowed me to enjoy a full and enriching career. It all seems natural and appropriate at a time when IHA is blessed with such a great and talented staff to continue to lead the association to the next level, and a great and successful future."

Brandl joined IHA in 1994 as director, marketing and trade development, was named vice president in 1996 and president in 1997. Under Brandl's direction, the not-for-profit association has grown to offer its 1,700 member companies a wide range of services.

In 2000 Brandl guided the association

through a name change from the National Housewares Manufacturers Association to International Housewares Association; led the show through a name change to the International Home + Housewares Show; and in 2004 moved the show from its entrenched January date to a March timeframe.

## Letters

Another day, and another call from an American Manufacturer demanding we remove our products from Amazon or have our account suspended.

I am growing increasingly tired of these greedy brands wanting to be the only retailer on Amazon and make the extra revenue while at the same time still expecting me to retail their products elsewhere with a smile on my face, while the knife is still in my back. It costs money to have a showroom open to the public, it costs money to educate the public about the features and benefits of their products. Yet, they expect us to continue to offer this free benefit to their brand while they undercut us on Amazon and steal customers.

I believe that until retailers unite and stand up to these bully tactics, this trend will continue. So let it be known that you are looking for brands that don't sell directly to consumers. Eventually, if we stick together as a group, the bully manufacturers will relent. Now is the time to transition out of those brands and get your customer hooked on brands that actually view you as a partner.

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Ronco, the maker of popular kitchen appliances such as the Veg-o-Matic, Ronco Food Dehydrator and Showtime Rotisserie has filed for Chapter 11 bankruptcy, according to a published report. The company, which was known for its iconic infomercials, failed to raise a much-needed \$30 million in a 2017 initial public offering.

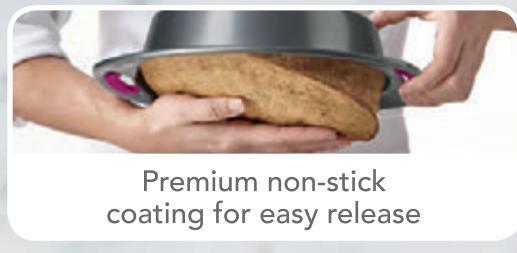


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## Amazon pulls back on return policy

Amazon.com is known for its generous return policy. Customers expect that Amazon will make the wrong purchase right – every time. But according to a *Wall Street Journal* report, even Amazon has its limits. The e-tailer is banning customers it believes are taking advantage of its largesse.

Amazon is not the only retailer that has sought to dissuade consumers from engaging in excessive return activity, particularly of the fraudulent kind. According to the National Retail Federation, 11% of sales are returned and 11 percent of those are fraudulent.

While Amazon appears to handle its bans in-house, many U.S. retailers, including Best Buy, Home Depot, J.C. Penney, Sephora, Victoria's Secret and others, are working with third-party vendors to identify customers who abuse their return policies.

## IKEA bans all single use plastics

Ikea is to phase out all single-use plastic products from its stores and restaurants by 2020 amid growing concern about the effects of plastic on the environment.

Ikea said plastic straws, plates, cups, freezer bags, bin bags, and plastic-coated paper plates and cups would all be phased out and, where possible, replaced by alternatives.

The Swedish furniture chain is already committed to phasing out oil-based plastics and is aiming to ensure all of its plastic products are made using recycled materials by August 2020.

It has invested in a plastics recycling plant to help push the plan forward.

Walmart is bringing online grocery pickup to 1,000 additional stores this year, adding pickup towers for online orders to another 500 stores, and expanding Mobile Express Scan & Go, which allows shoppers to scan and pay for items with their smartphones.

The retailer, which has more than 363 stores worldwide, says it also wants to help its customers live more sustainably by offering products such as a tap nozzle that could save more than 90% of water used. It will also be offering solar panels in 29 markets, up from five at present, by 2025 and introducing more vegetarian foods into its cafes.

## No more best before dates at Tesco

U.K. retail chain Tesco will scrap "confusing" best before dates on nearly 70 fresh fruit and vegetable products in its latest move to reduce food waste.

Shoppers will no longer find date labels on some of the retailer's own-brand apples, potatoes, tomatoes, lemons and onions, which it hopes will prevent them from being thrown away while still edible. The move follows a campaign by the National Federation of Women's Institutes into the causes of food waste, which found that less than half of respondents understood the meaning of best before dates.

However, more than 70% of people polled identified the meaning of compulsory use by labels, which have to be put on foods that carry a safety risk if eaten after that date. That includes meat, fish and dairy products, but not fruit and vegetables, which have only best before dates.

Food waste is a huge issue in the UK, with billions of dollars of edible food thrown away from homes every year, according to the government's waste advisory body.

## Shopify to open a bricks & mortar store

Shopify, a Canadian e-commerce platform company that helps some 600,000 stores operate online, announced on Tuesday that it is taking a step into the bricks and mortar world.

Shopify will open a physical store in an undisclosed location in the U.S. by the end of the summer. The goal is to establish a location for Shopify customers,

Whole Foods Market has debuted a new home decor shop-within-a-shop concept dubbed Plant & Plate at its Bridgewater, N.J. location. The shop, which will be added to more stores in Connecticut, New Jersey and New York, stocks garden goods and housewares that are locally sourced.

most of whom are small businesses, to receive in-person advice and counseling to help expand their businesses.

"We think this is the right time to help small businesses figure out what's ahead in the turbulent retail environment," Satish Kanwar, VP of product at Shopify recently told *Forbes*. The planned space will offer one-on-one workshops for customers and will feature a showroom with Shopify hardware products – from barcode scanners to cash drawers – designed for business owners who also want to launch a physical store.

Shopify was founded in 2004 by Tobi Lutke after he and a friend tried to launch an online snowboard shop but couldn't find decent software to power it. Lutke, a coder by training, wrote out the e-commerce program himself and realized it would be a good product to sell. He raised \$200,000 from to launch Shopify, now a publicly traded company that has powered over \$55 billion in transactions since its founding.

Lutke, who owns just under 10% of the company, appeared on *Forbes' World's Billionaires List* in March 2018 with a net worth of \$1.2 billion.

## Macy's buys Story

Macy's has acquired Story, a concept store based in New York City. Story is a cohesive storytelling retail model that completely changes every four to eight weeks when the space reinvents itself, from the design of the store to the merchandise, with the goal of highlighting a new theme. Rachel Shechtman, Story's founder and chief executive officer, will join Macy's as brand experience officer.

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### William Ashley relocates to stunning new space on Bloor Street West



Upscale tableware and giftware retailer William Ashley has relocated its Toronto store to The Colonnade, an impressive two-level space at 131 Bloor Street West. The new store spans more than 12,000 square feet over the two floors.

A street-level entrance welcomes customers into a 1,085 square foot space with a *Teuscher of Switzerland* chocolate boutique (the only one in Canada) as well as escalators that lead to the dramatic second-level retail space that occupies almost 11,600 square feet.

Soaring 23-foot ceilings, natural light, and ornate fixtures characterize the dramatic retail space. There's even an in-store café that serves tea and coffee com-

plimented by Teuscher Chocolate, served elegantly in a dedicated section of the store that includes a series of south-facing, oval-shaped windows.

One remarkable feature of the store is its functionality. For example, tables in the store can be joined in the central galeria to create a dining room for 120 people. The space is designed to be able to host different 'experiences' and activations throughout the year.

The store features some of the world's leading tableware and giftware brands such as Waterford, Hermes, Christofle, and Versace, and several new lines such as Jonathan Adler have been added.

William Ashley relocated from the

nearby Manulife Centre at 55 Bloor Street West, which is currently undergoing an overhaul costing over \$100-million. The Manulife Centre William Ashley store closed at the end of 2016 and for over a year, it operated out of a 3,200 square foot pop-up space on the ground floor of The Colonnade, next to Italian luxury retailer Moncler.

In the early 1970's, William Ashley was the first store in Canada to offer a wedding registry service. This year marks the 70th anniversary for the venerable retailer. William Ashley moved into the Manulife Centre in 1994, replacing former women's luxury retailer Creeds which went bankrupt in 1991.

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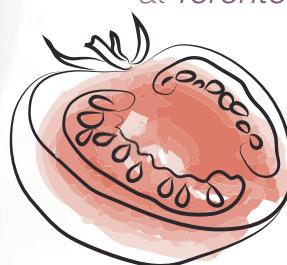
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## Industry News Update



### A brand new venture begins

Two industry veterans have joined forces to offer an amazing collection of fabulous brands from a single source! Nixon Agencies Alberta (Ford Nixon, left) and Ventures International (John Newton) found a way to work together beginning June 1st. The brands formerly distributed by Nixon Agencies will be known as Double Entity going forward. The move combines and streamlines both sales forces and will be headquartered in Ventures' Richmond, B.C. warehouse.

Retailers across the country have already reacted enthusiastically to the new partnership. Working together, John and Ford will offer retailers such familiar brands as Kuhn Rikon, Tovolo, Brushtech, Weck, Smokin' BBQ, Chef's Planet, Regency Wraps and of course, Norpro. To help celebrate, two key senior executives at Kuhn Rikon will be on hand at the Ventures/Double Entity booth at the upcoming Toronto Gift Fair. For more details, visit [jnewton@venturesintl.com](mailto:jnewton@venturesintl.com) or [fnixon@venturesintl.com](mailto:fnixon@venturesintl.com).



### Designer decorating tips

Going beyond simple cookies and cakes, Trudeau is introducing a decorating collection that lets consumers master a multitude of sweet creations. Following up on the success of Trudeau's original Structure Silicone bakeware collection, the new complementary pieces are destined to become must-have items for every home baker. The patent pending collection features the **QUICK SYSTEM** which lets users change tips easier and faster when decorating.



### Peugeot partners with Culinary Federation

Peugeot, the world leader in mills since 1840, is partnering with the Canadian Culinary Federation (CCFCC), the premier Canadian association of professional chefs. Peugeot Mills have been designated the "Pepper Mill of Choice for the CCFCC in 2018."

"This partnership brings a new dimension to Peugeot's presence in the Canadian market, connecting us to more than 1,500 chefs and culinary professionals. Canada is an important market for Peugeot, and we place a high priority on our relationships with professional chefs and their embrace of our high-performance professional tools," says Yvette Laugier, Managing Director, Peugeot Saveurs North America.

Peugeot mills were showcased at the CCFCC Annual Conference in June as well as several regional events. They will be included in ingredient choices for Junior and Senior Competitions, and engraved Mills will be used as prizes for national and regional finalists.

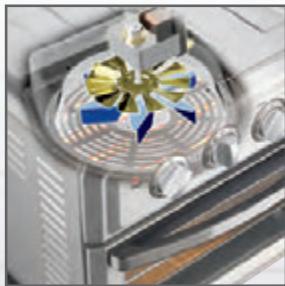
Peugeot Mills will also be displayed and demonstrated at the CCFCC Annual Conference 2018 in the Product Showcase.

The Libman Company is taking to the highway for a third straight year with its **Embrace Life's Messes** Tour that will travel to 255 retail locations in the U.S. and Canada. This is the first year the tour will extend into Canada, primarily in the Ontario region. Over the course of 13 weeks, the company will give away products and special prizes during the retail store visits to encourage consumers to embrace life's messes by letting Libman help do the work.

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# Industry News Update

## Remembering Frank Schachter

My dad, Frank Schachter, passed away in May at the age of 88. He spent over 40 years in the housewares industry and his sales agency brought many innovative suppliers to Canada, both large and small. Although he was a national force selling to all retailers, his agency was a real powerhouse in the Quebec market.

I joined his agency full time after moving to Toronto in 1979, and before starting Counseltron in 1984, so I have been in the industry almost as long. The many emails and calls I've received in the past two months have made me proud of my father, and how he was remembered.

He believed in product innovation, and recognized that retail was ever-changing. He worked hard for his customers, always finding new products and never afraid to be on the leading edge. Many of his customers became his friends, believed in his passion and dedication and they were much more successful than those who waited to see what happened.

I am proud to be his son and grateful that he taught me the value of good selling. We continue to adhere to that doctrine today in our business, always trying to develop innovative new items with our suppliers that are ahead of market.

In his later years, my dad loved to golf and spend time outdoors, enjoying life with his wife Lenore, his children, grandchildren and great granddaughter. His smile and zest for life will be truly missed.

*Brian Schachter,  
President, Counseltron*



## Portmeirion announces contest winners

Portmeirion has been having fun with retailers this spring. The company has announced the winners of the Royal Worcester, Wrendale Designs Display Contest. The winners were selected by an expert panel of judges, including artist Hannah Dale, the creator of the irresistible collection. After much deliberation, the judges awarded first place winner to **Grace in the Kitchen**, located in Kanata, Ontario. The first runner-up is **The Kitchen Boutique**, located in Cochrane, Alberta, and the second runner-up is **The Nova Scotian Emporium**, located in Truro, Nova Scotia.

## Anna Olson debuts new kitchenware line



Celebrated as Canada's baking sweetheart for her practical and inviting approach to the kitchen and promotion of Canadian cuisine, Chef Anna Olson recently launched the Anna Olson Kitchen line. The new 23-piece collection of kitchen essentials will be arriving in-store mid-October. Comprised of carbon steel baking pans, sheets, measuring spoons and cups, BPA-free silicone and hardwood accessories, and more, Anna Olson Kitchen aims to effectively equip conscientious at-home cooks and bakers with reliable, kitchen tools designed by Anna herself with professional insight and long-lasting performance at the heart of the collection.

"I take great satisfaction in seeing my viewers and readers follow my recipes and feel good about themselves through what they have made with my guidance," shares Anna Olson. "I value this trust that has been earned over the years, and I've noticed that my followers have shown a keen interest in the tools that I prefer to use to achieve the best possible results. Now is the ideal time to introduce products that I believe make my time in the kitchen enjoyable and fulfilling, so that others can have the same experience."

Anna is partnering with Primma G.R.A. of Montreal to facilitate the design, creation and distribution of her new line. Anna and Primma President, Gunter Rosenthal, a housewares industry veteran, have known each other for almost a decade and have inherent knowledge of each other's capabilities and industry know-how. They have a shared goal of offering high quality kitchen essentials reflective of Anna's professional expertise and personal aesthetic.

A follow-up collection comprised of 21 additional skus is already in the works and is expected to launch Spring 2019.

# Industry News Update

## A fond farewell

Dozens of friends and colleagues gathered at the Richmond Hill Golf & Country Club in Toronto on May 22 to celebrate the retirement of Maureen Hizaka. Maureen retired this spring after 30 years with the Canadian Hardware and Housewares Association. Well-wishers included many retired members of the industry, such as Larry Grozelle, who paid tribute to Maureen's many contributions over the years.

Shown at the party, clockwise from top left: Roger Smith of United Sales & Marketing and Canada Night treasurer presents Maureen with a minted Canadian coin to thank her for her many years organizing the Chicago event; Sam Mondato, incoming CHHMA president, pays tribute to Maureen; Jan Hobman of Gesco, flanked by Vaughn Crofford and Jeff Young, was one of the evening's speakers; and Rod Pountney caught up with old friend Larry Grozelle, retired from Canadian Thermos.



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## eRetailer Summit set for Chicago

The upcoming Home Improvement eRetailer Summit will be held from November 7 to 9 at the Hotel Monaco Chicago, Downtown Chicago. Reshaping the retail experience in the digital age will be the theme that runs through presentations and panel discussions during the 3rd Annual Home Improvement eRetailer Summit this fall.

The event kicks off with Steven Dennis, a leading consultant, author, and *Forbes* contributor, who will share his retail survival strategies for competing against eTitans like Amazon. The agenda will offer advice and tactics for taking an omnichannel approach to ecommerce, and for forging partnerships between influencers and brands to create "authentic" content. Speakers will also show how ecommerce is transforming the supply chain, and how technology is impacting and streamlining order fulfillment and product delivery.

"We have curated an exceptional program for anyone interested in exploring, entering, or expanding their online sales," explains Sonya Ruff Jarvis, Summit Founder. This year's agenda "is designed to speak specifically to the home improvement ecommerce marketplace and how this category can compete on all levels whether it's pure play online,

omnichannel, brick and mortar, fulfillment or the best technology platforms."

For details contact Sonya Ruff Jarvis at 203-295-3385.

## Two top trade show firms merge in U.S.

International Market Centers (IMC) and AmericasMart [Atlanta], two of the top show operators in the furniture, gift, home décor, rug and apparel B2B industries, have entered into an agreement to form the world's largest owner and operator of showroom space.

The combined corporate entity, which will operate under the name "International Market Centers," will own and operate nearly 20 million square feet of permanent showroom space in Las Vegas, High Point, and Atlanta, creating the world's largest permanent mart operator for furniture, home decor, rug, gift and apparel. The individual Markets and their respective venues will continue to operate under existing names and branding. IMC and AmericasMart will bring together the best practices, technology, and personnel from both firms across more than 20 annual events.

Robert Maricich, the current Chief Executive Officer of IMC, will become CEO of the combined entity. He says:

"IMC has always had immense respect for AmericasMart and its founders, the Portman family, who established a tremendous reputation in the industry. We look forward to bringing together our two companies to provide exhibitors with exceptional access to global Markets, and buyers with even more convenient opportunities to explore top products across sectors."

AmericasMart houses the world's single-largest collection of home decor, gift, area rug and apparel merchandise, with a complex comprising over 7.1 million square feet of space in downtown Atlanta. AmericasMart hosts 17 annual shows, including The Atlanta International Gift & Home Furnishings Market and The Atlanta International Area Rug Market. The Markets regularly serve over 4,500 exhibitors and welcome nearly 200,000 attendees per year.

## Attendance climbs at Hong Kong Fair

Organized by the Hong Kong Trade Development Council (HKTDC), the 33rd Hong Kong Houseware Fair and the ninth Hong Kong International Home Textiles and Furnishings Fair drew to a successful close last April. The two four-day fairs welcomed a total of close to 49,000 buyers from 112 countries and regions, up 1.5% from last year.

More than 29,500 buyers visited the Houseware Fair, while more than 19,000 buyers attended the Home Textiles and Furnishings Fair. Attendance from mature markets such as Canada, the United Kingdom and the U.S. as well as emerging markets including the Chinese mainland, Vietnam, Brazil, Argentina and Mexico saw satisfactory growth.

This year organizers featured a Start-up Zone at the Houseware Fair with more than 20 start-ups from Hong Kong, the Chinese mainland, Taiwan and Bangladesh. The zone allowed start-ups to exhibit at a lower cost and act as a springboard for them to connect with overseas buyers and manufacturers, and a testing ground to gauge market responses to their products.

## IBC brings the housewares world to Toronto

The International Housewares Association's International Business Council will host a Tabletop Trade Show and Global Forum this September in Toronto. Home and housewares retailers, distributors, representatives and industry professionals are invited to meet delegates from around the world. During the trade show and reception, leading U.S. and international housewares suppliers will be showing their most exciting new products. Suppliers will display their lines at the Tabletop Trade Show on Tuesday, September 25th from 5 p.m. to 7 p.m. It will be held at the DoubleTree Hotel at 108 Chestnut Street and cocktails and hors d'oeuvres will be served. Retailers and buyers can take advantage of this unique opportunity to meet with these high-profile global suppliers. Canadian suppliers are welcome and will have a chance to learn about lucrative international markets and the potential for their products in those markets. Those attending the reception can also meet with representatives of the International Home + Housewares Show, ask questions and register for free entrance badges to the Chicago show. Owned and managed by IHA, the 2019 International Home + Housewares Show will be held March 2 to 5.

If you're interested in taking advantage of this unique global networking opportunity, RSVP to Lori Szudarek at +1-847-692-0116.

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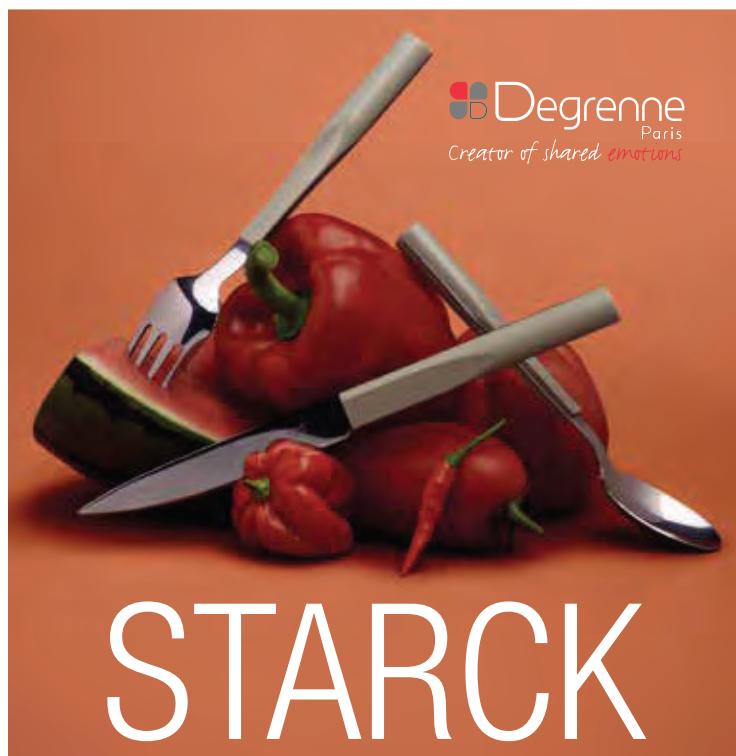
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# Jennifer Frankland

Eastern Ontario Territory Manager for Danica, DoveTale, Port Style, David Shaw & Sandpiper

By Laurie O'Halloran

Jennifer Frankland hates the term "Sales Rep", and with good reason. She feels it has a negative connotation that conjures up images of used car salesmen or hapless Herb Tarlick. But more importantly, she says the title 'rep' barely scratches the surface of what she does for her customers on a regular basis. Jennifer doesn't just sell products. Her mission is to educate her retailers and provide enough knowledge and information to help them make an educated decision that will benefit their business at every level. Armed with an impressive culinary and merchandising background, she has become a valuable mentor to her grateful customers.

Born in Hamilton, Ontario, Jennifer developed a taste for travel at a young age. Her father worked in high voltage electricity and travelled the world for large hydro dam projects, bringing his wife and three daughters along with him. As a teen, Jennifer moved to Ottawa to study journalism at Carleton University, a program that would satisfy her many different interests.

While still a student in 1987, she started working at Domus Housewares in the Byward Market. The store was owned by Heather Matthews, who became a good friend and taught her a great deal about merchandising and display. When she sold the business to Barbara Blais in 1988, she suggested that Jennifer, whose talents were obvious, should be made store manager. She was, and by 1995 Domus was one of the largest kitchen stores in Canada. "It was a very successful time," she recalls. "We doubled our sales in three years."

Jennifer started attending the hardware and gift shows at age 22, and

quickly fell in love with the housewares business. She also fell in love with Michael Sobcov, the very talented chef who ran the cafe at Domus.

After they married, the couple decided to quit their jobs and embark on a three-month road trip, eating their way across North America. Just before leaving, however, Jennifer found out she was pregnant. They were both thrilled but Michael was particularly pleased since he now had a permanent designated driver.

They spent 12 weeks visiting everything from five star restaurants to seedy diners and pondered their next step. Once they were back home in Ottawa, the decision was clear. They decided to open their own restaurant.

Juniper Restaurant and Cafe made its debut in September of 1996 to rave reviews. It was selected as one of En Route Magazine's top ten Canadian restaurants in its first year. Praised by critics such as Joanna Kates of the *Globe & Mail* and loved by local VIPs – including prime ministers and diplomats – Juniper was a huge hit.

By 1997, Jennifer and Michael had two children (son Charlie and daughter Frannie). She stayed home during the day with kids, did some work in retail consulting and worked the 'front of the house' at Juniper three nights a week. As head chef, Michael worked in the kitchen most nights. Soon, they were one of Ottawa's hottest culinary couples. (They still are. When they redid their kitchen in 2015, it was featured in *Ottawa at Home* magazine.)

Eight years after opening, however, Michael felt he wanted to spend more time at home with his family, and de-



spite Jennifer's protests, decided to sell the restaurant. He accepted a position teaching culinary studies at Algonquin College while also working as a personal and event chef for diplomats.

Jennifer did some retail consulting from home until 2009 when – out of the blue – she got a call from Rodney Benson at Danica. He was looking for a sales rep for eastern Ontario and Claire Lauzon, owner of Ma Cuisine in Ottawa, suggested Jennifer would be perfect. Though she had some misgivings, Jennifer accepted his offer, and today Claire is a good customer and also a good friend.

"Jennifer is very diligent and hard-working," explains Claire. "Having been a retail manager and buyer herself, she really understands our position. She will go above and beyond to invest herself fully in our success. She is always available not just to myself but to the entire staff, which is very appreciated. Jennifer and her husband are a truly inspiring team."

Today, in addition to Danica, Jennifer represents DoveTale, Port Style, Sandpiper Distributing and, as of this year, David Shaw Designs. She loves her job, and the fact that she gets to pick and choose her own lines, pointing out that she "only works with nice people."

Her favourite part of the job is "figuring out what people want to buy", something she excels at.

"I should have been a sociologist," she says. "I love observing trends and patterns and seeing the differences with

## Personality Profile

each of my retail customers."

Jennifers knows that you have to be observant because not everything is told in the numbers. There are many subtle things to watch for and she is very 'intuitive' when it comes to reading customers and their buying patterns.

Her eastern Ontario territory covers Cornwall to Port Hope to Algonquin Park and includes Ottawa, Kingston and Prince Edward County. In all, she has about 100 active accounts, including a few key national accounts, and calls on 75 of them regularly.

"All of my accounts are so different but I want to make each of them as successful as possible," explains Jennifer. "You can't just walk into a store and show them your catalogue. I prefer to work with the owner to make their entire operation better, from products to staff to display to customer service."

In addition to her visits, Jennifer does something a little different. Twice a year she holds a 'retail road show' at her beautiful Ottawa home where she displays all the latest samples of her lines. She invites 35 to 40 customers and spends half a day with each. Many will bring their staff and, as an added bonus, if Michael is home he will prepare a gourmet lunch for them. (Some now joke that they come as much for Michael's cooking as anything else.)

The road show is one way that Jennifer is a stand out as a rep. Another is the fact that her integrity is more important than sales and profits.

"If my customers don't trust me, I don't have anything," she says. "I work hard to establish a partnership between the companies I represent and my customers. I am the glue."

Her customers know that she won't simply try to 'sell them something'. Instead, she tries to come up with a group of products that she thinks will be successful for their particular business. You have to mix the new and trendy with the reliable best sellers, and you have to fine tune for each individual store.

"I have a good base of experience to help my customers with the buying process," says Jennifer. "The more in-

formed you are as a retailer, the better your decisions will be. My job is to help them every step of the way. I will even tell them not to buy certain items if I believe they won't appeal to their specific customer base."

Occasionally a retailer will tell her they don't need to see her, they can easily order what they need online. But Jennifer insists her base of experience allows her to help them streamline the process. She knows very well what is trending in each region. "If they see something online they want to buy, and that product misses the mark, chances are I won't hear from them again. My role is to prevent those mistakes from happening," she says.

When asked what her biggest challenge is today, Jennifer say it has never changed: keeping retailers optimistic when the weather is bad!

"Weather is one of the biggest factors affecting independent, storefront retail-

ers in Canada yet we have absolutely no control over it," she says.

But one thing Jennifer can control is her customers' ability to grow and evolve as the market changes. "Retail is an art, not a science," she explains. "You need to understand the numbers, but you also need to be secure in your goals and your vision."

As for Jennifer's vision of her own future, she is perfectly content right where she is. She enjoys travelling the world with Michael and the kids, now in their 20s, and they have a cottage where they can go and unwind on weekends.

Retirement is clearly not in the cards for someone with Jennifer's energy and spirit, but she may consider something else in our industry one day, perhaps importing. "When you're not having fun anymore, you need to find something else to do," she says. "If that day comes, I will happily move onto something else." ☺

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# I write, I travel, I eat and I'm hungry for more

## A FAREWELL TO ANTHONY BOURDAIN

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

**I**t took me a few days to process the news that famed chef, storyteller and travel adventurist Anthony Bourdain had taken his own life. I had hoped that it was some sort of publicity stunt gone terribly wrong or worse yet, fake news that had spread like wildfire. He was one of my idols; one with whom I could connect through a shared passion for eating, traveling and writing.

He introduced me to some of my favourite food experiences, both Michelin-starred and street side local flavours, from around the globe. He inspired me to want to travel outside the typical tourist destinations, to seek out new (to me) cuisines and to discover unknown areas within familiar cities.

Whether you were a fan or not, his larger than life personality and rock'n roll attitude resonated with people from all walks of life. His lanky, tattooed frame and foul-mouthed anecdotes made him the anti-celebrity-chef celebrity-chef. Often outspoken and unabashed, Bourdain used his popularity (and travel documentaries) to advocate for various social issues. He was also quite vocal about his distaste for The Food Network (and anything relating to it) and playing Billy Joel in his kitchen was considered a fireable offense!

All this aside, he had one of the most watched food shows on television, which appealed to a broad audience of misfits, food geeks and your everyday domestic god/desses, regardless of whether you knew your way around a

kitchen or not. He offered his fans an unbiased view of the world in which he lived and used food as our common language to transport us on his journeys.

In an interview with the *New York Times*, he explains: "What I do is not complicated. Any stranger who shows an honest curiosity about what the locals think is the best food is going to be welcomed. When you eat their food and you seem happy, people sitting around a table open up and interesting things happen."

One of my favourite food/travel episodes is when Bourdain and his crew make their way to the Costa Brava to spend time in the kitchen with arguably the most creative chef of our time, Ferran Adria, at El Bulli in Roses, Spain. Bourdain was originally offered the unprecedented opportunity to visit and film Adria's creative process while working on *A Cook's Tour*. Owned by The Food Network, they denied Bourdain's request to produce the episode, preferring that he stay more "local". Bourdain's production team filmed the episode regardless and sold the concept to the *The Travel Channel* as a new travel docuseries named *No Reservations*.

When Bourdain revisited El Bulli for its final dinner service in 2011 (season seven), Adria eloquently shares with Bourdain that "We are in the pleasure business. Our job is to make people happy, to give them an experience to think about." This philosophy is so true within our own industry; give the peo-



ple an experience to talk about.

Bourdaine was an honest soul. He wasn't a character built off of a television series, with different faces for the media. This allowed us to connect with him on a more intimate level. His inquisitive and wondrous nature took him, and us, to some remote and dangerous areas of the world under the guise of searching for new tastes. He had a fondness for history and the influence it has on the present. A masterful storyteller, he often shared inspirational thoughts in his narratives that would resonate with me on my own retail journey. "If you don't have a connection with the traditions of the past, it's impossible that you can connect with the future." Words of wisdom from a purist learning to live in a technologically advanced society.

As a chef-oriented establishment, his passing has been the topic of conversation for the past number of weeks. Customers, suppliers and staff alike sharing stories of how he inspired them, or chance encounters they had with him. We lost a truly global citizen during a time of political and cultural divide. The world needs a little more Anthony Bourdain now more than ever. ~

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# ON THE MENU

Cajun salad with fried okra, blackened corn, green beans and kielbasa



CREATED BY CHEF RICARDO

## Cajun salad with fried okra, blackened corn, green beans and kielbasa

PREPARATION 30 minutes

COOKING 10 minutes

SERVINGS 4

### Dressing

3 tbsp	(45 ml) vegetable oil
1 tbsp	(15 ml) cider vinegar
1 tsp	(5 ml) ketchup
1 tsp	(5 ml) prepared mustard
1 tsp	(5 ml) honey
1/2 tsp	Cajun spices

### Salad

4	ears of corn, blanched
2 tbsp	(30 ml) melted butter
1 tsp	Cajun spices
1/2 lb	(225 g) kielbasa sausage, cut into 1/2-inch (1 cm) rounds
1/2 lb	(225 g) green beans, blanched
	Fried okra (optional)

### Dressing

**1** In a bowl, whisk together all the ingredients. Set aside.

### Salad

**2** Preheat the grill, setting the burners to high. Oil the grate.

**3** Place the corn on a plate. In a small bowl, mix the butter and Cajun spices. Brush the corn with the butter.

**4** Grill the corn for 8 minutes and the sausage for 2 minutes or until they are golden, turning occasionally.

**5** On a cutting board, cut the corn into tiles (see note) or into rounds.

**6** On a serving platter, arrange the corn, sausage, green beans and fried okra. Drizzle with the dressing. Serve immediately.

**| NOTE |** To make corn tiles, select cobs with plump, tightly packed kernels. When slicing the cooked corn off the cob with a serrated knife, some of the kernels will hold together in "tiles." Don't break these up into individual kernels.

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# There's no place like home

Retailers Daniel and Julia House make themselves at home in Nanaimo, B.C.

By Jane Zatlyn

Nanaimo, British Columbia is best known for its picturesque harbour and a sugary confection called the Nanaimo Bar. But a sophisticated kitchen specialty store is also putting the Vancouver Island city, population 90,000, on the map.

Maison Cookware & Bakeware was opened in October 2016 by Alberta emigres Julia and Daniel House. They were newcomers to Nanaimo, but far from new to retail. "Together, we have over 40 years of experience," says Julia. "Everything in our lives gave us the tools to hit the ground running with this store."

Julia and Daniel met 27 years ago when they both were working for IKEA in Edmonton. After Julia's temporary position ended, she worked in and managed various other retail stores before becoming a floral designer and managing a flower shop.

When Crate & Barrel came to Edmonton, she was hired to lead the store's gourmet department. She was also a successful food blogger while Daniel chalked up 23 years at IKEA before his career took what he calls a "sharp left." For three years prior to their move to Nanaimo, he worked in the offshore oil industry. With his schedule of five weeks on, five weeks off, a move to B.C.

started to come into focus.

"I have a snow allergy," jokes Julia. "Since he had to fly for work anyway, we looked at where else we could live. Having lived in Victoria many years ago, I knew I wanted to be back on the island."

Daniel's overseas work would also fund their long-time dream of opening a kitchen specialty store in Nanaimo. The

city was "just a little short of the perfect size," says Julia. "It's growing, and we saw that it has so much potential."

The couple moved to Nanaimo in 2013 and found that there was a gap for a high quality specialty cookware and bakeware store.

"We realized that there are a huge number of closet foodies here," says Daniel. "These people know a lot about



The couple selected Nanaimo, B.C. as their home because Julia is "allergic to snow".



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## Retail Profile: Maison Cookware & Bakeware

cooking and they often cook at home, but there wasn't a dedicated kitchenware store here in town for them to get the tools they needed."

Much of the city's growth is taking place in the North region of Nanaimo, and that was where Julia and Daniel chose to open Maison Cookware & Bakeware. Their plaza location flanks Island Highway, the city's main artery, and is one block from big box grocer Real Canadian SuperStore, a new bakery, and an artisan butcher. Other plaza tenants include Starbucks, Brown's Social House, and Olive This & More, a gourmet olive oil and balsamic vinegar tasting room.

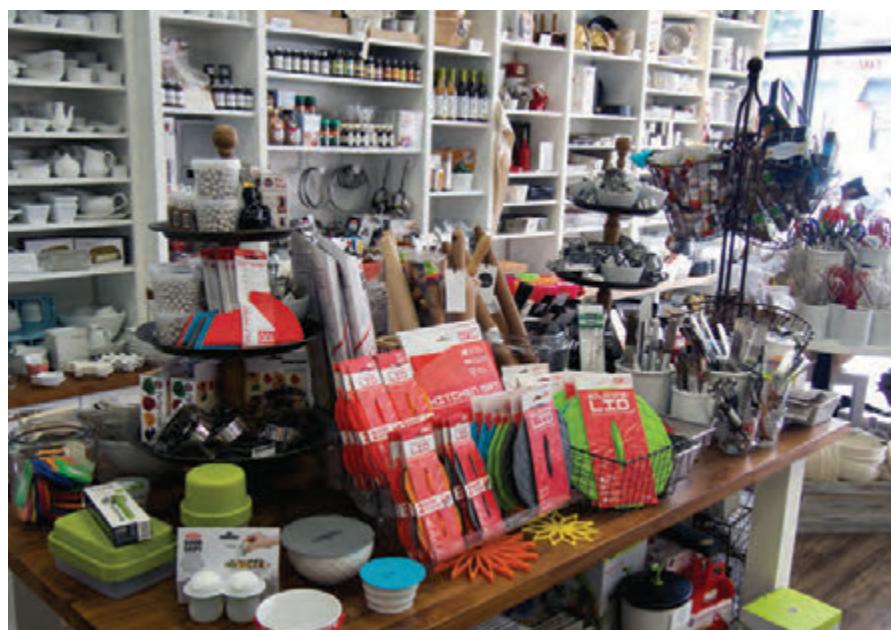
After 14 years of daydreaming about their own kitchenware store, Daniel left his oil industry job in May 2016 and they took the leap. The couple took possession of their 1440-square-foot retail space on August 1 and got to work on the floorplan and fixtures.

"Daniel built everything in here," says Julia. Meanwhile, she was spending 18 hours a day researching products and vendors, unearthing some unusual product lines from domestic and international suppliers. Sales representative Jim Cromarty initially thought they might have a difficult time attracting the customer base they were looking for in Nanaimo. "Well, was I wrong," he says. "Their store has been a success from the start and reflects their extensive knowledge of both cooking and retailing."

Julia's approach to buying is inspired not only by her love of food, but by her discerning taste in quality tools.

"I like tools that actually work, and I'm fussy about what I use in my kitchen. I shop the same way for the store - I want quality, effective tools that get the job done and are built to last," she says. "If I wouldn't have it in my own kitchen, I don't want it to be in my store."

When the couple travelled through Europe, she looked for unique things that she wanted to bake with herself. And this is the philosophy she used when shopping for the store. "It came down to a list of things I'd been having



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## Retail Profile: Maison Cookware & Bakeware



a hard time finding for myself – especially since moving back to the island.”

Julia and Daniel opened Maison with “a bit of this, a bit of that” and planned to fine-tune their offerings as they learned what their customers wanted. The approach worked well: “We found people were looking for very serious cooking tools,” says Julia. “They were looking for sous vide circulators and Bannetons not wine glasses and table linens.” Now the product selection focuses entirely on food preparation. “We offer what you need to get dinner to the table,” says Julia. “Once it’s on the table, we’re kind of out.”

Julia often relies on *Cook's Illustrated* magazine as a starting point for her product research. “I'm interested in what's winning their product tests,” she says. “We also test the products in our own home. I want people to come into our store and be able to buy with confidence.” When the magazine reviewed carbon steel pans, Matfer Bourgeat, a

200-year-old French supplier, was the winner in the fry pan category.

“I thought, ‘Great, I want that pan’, but I couldn't find a single store in Canada that sold it,” she remembers. Today, Maison is one of a very few retailers who carry the brand, which the supplier normally sells directly to restaurants and hotels. “They're not super pretty, but they're very popular because they perform,” says Julia.

With its wide aisles, hardwood floors, soaring ceilings, and gleaming white fixtures, Maison invites exploration. Sightlines are carefully controlled through the use of round tables and kitchen carts, while high shelving flanks the perimeter of the store. The clutter of gadget racks and spinners has been eliminated through the clever use of white pegboards mounted at the back of the shelving units that allow for easy cross-merchandising of gadgets within complementary product categories.

On the bakeware side of the store,

Sightlines in the store are controlled through the use of kitchen carts and round tables, one of which holds 47 different types of whisks, above.

soft gray and rich cream ramekins, baking dishes and tagines from Revol, a centuries-old French porcelain company, are massed out near a line of syrups and flavourings from a local supplier, Frost Bites Syrup Company in Squamish, B.C.

This side of the store also houses Fat Daddio bakeware and Weck Jars from Germany in a variety of shapes and sizes. The coffee and small appliance section is located at the back of the store, while Miyabi, Shun, Kotesu by Shibata and Bob Kramer knives are displayed at the sales desk. At the front of the store, full height windows showcase colourful tabletop displays of SMEG appliances and Staub cookware. An eclectic selection of cookbooks, including some written by Julia's food blogger friends, are

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## Retail Profile: Maison Cookware & Bakeware

also positioned near the entrance.

Across their inventory, Julia and Daniel offer their customers high-end products as well as budget friendly options. Utility is key, and there is great depth in some categories. For example, Maison carries 47 different types of whisks, displayed in containers on top of a round table. "We're one of only two stores in Canada that carry this copper whisk," says Daniel, brandishing the gleaming tool.

All told, Julia and Daniel deal with about 100 suppliers and offer about 150 different brands. Swedish Dishcloths, OXO baking racks, and silicone spatulas are the currently their top sellers. "It really goes in waves," says Julia. "Sous vide will be quiet for two weeks, then we'll sell six in a day."

For the first eight months after the store opened, Julia and Daniel worked six days a week each, alternating Sundays off. Now they employ three part-time staff and are each able to take a day off a week. The goal by 2019 is to be able

to take two days off a week each, with one of those days off together. Julia attends the Toronto shows, and she and Daniel are planning to visit the Chicago housewares show together next year.

The division of labour follows their individual strengths. "I spend more of my time sourcing products, placing orders, and merchandising while Daniel is absolutely front of house, sales, and customer service," explains Julia. She also manages the store's Instagram and Facebook accounts.

"Daniel and Julia have great but different backgrounds in the retail industry and therefore have so much to bring to their concept," says Marion Burns, Danesco's B.C. sales representative. "What I love the most is the research and sourcing they do."

The store's name – a clever play on the couple's surname – is lost on some of their clientele. "Even though it's a common French word, a lot of people don't get it," laughs Julia. "Once they connect our surname with the store

name, they have a good chuckle."

The response to the store, though, has been "wonderful," says Daniel. "Customers tell us they've been waiting a long time for something like this." About 80% of Maison's customers are local, but the store's reach stretches from Victoria, 110 km south, to Campbell River, 157 km north. "We also take phone orders," adds Julia. "We've even shipped appliances to remote parts of B.C."

Their success is well deserved, says Jim Cromarty: "They have remained true to their vision of quality merchandise presented by staff who know their products and can answer even the toughest questions."

A second store is not out of the question – one day. But for now, the best part of the dream this couple has already fulfilled is simply helping their customers find the right tool to make their cooking and baking better. "We both just get so much joy from seeing them leave happy... and come back happy a week or a month later," says Julia. ~



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# America gets cooking at The Chopping Block

Michelle Hespe catches up with Shelley Young, founder and CEO of The Chopping Block in Chicago and one of five *gia* Global Honorees for 2018

There are three major components to The Chopping Block, and although they sit under the same umbrella, they are like three separate businesses. There's the cooking classes, the private events and the retail sector. However, first and foremost, says Shelley Young, Founder and CEO of Chicago's The Chopping Block, the company is a cooking school, and its mission of "Getting this country cooking" has been the driving force behind the brand since it all began, 21 years ago. But as the judges and expert jury of the IHA Global Innovation Awards (*gia*) pointed out, "The Chopping Block brings the classroom into a retail store, and this is a truly inspiring and innovative approach to cooking, teaching, and retail."

Shelley agrees with this sentiment,

adding: "We use the square footage of our premises to create revenue beyond just retail. We carry great stuff, and if those pieces make someone happy in the kitchen or improve their results and/or their efficiency, then that's great. But we have no interest in selling something to someone, just to sell it."

From a retail perspective, The Chopping Block has gradually and organically evolved, moving with the times, and today the design and product mix is more focused and narrow than it was two decades ago.

"We have always had a well-edited product mix, but our stores today reflect a more curated visual experience," explains Shelley. "We also once had a broad mix of food offerings, but now that is narrow. You can buy exotic ingre-

dients anywhere these days, so we don't need to carry them anymore. In the beginning, we only carried what we felt was the best product in every category, but we now carry different price points in some key items. Part of the reasoning behind that decision is that there are better products at different price points out there worth acknowledging."

There's no doubt about it, Shelley has put in the hard yards over the last two decades, and she has always done it her own way. Ultimately, she has never let go of her vision or mission, and she's simply not interested in trends or what other people are doing.

"It's not that I don't care, or that I live in a cave," she laughs. "And I offer all due respect to the many talented people out there. But how can you truly do



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## Retail Profile: Chopping Block

something new if you are just copying what everyone else is doing? I like to follow my instincts. I like to look for opportunities in places where things aren't working. I've made a million mistakes, some of which I wish I could take back, but I have learned from them, and hopefully the universe knows that!"

One thing Shelley has done extremely well (and it's a lesson to us all), is to listen to the people around her. For example, Shelley has always relied on a publicist to get word of her business out.

"I've had a publicist since the day we opened, and that was one of the best moves I have made," Shelley says. "I'm a natural storyteller, and I wove a great story in the early days that really worked in the media channels. I thank my publicist Ellen Malloy for this. But one day she came to me and said: 'You have to do this yourself' Shelley. Old

media is dead, and social media is the new wave, and you need to get ahead of it."

At the same time, another staff member, Andrea Miller, who at that time had worked alongside Shelley for seven years, told her that she wanted to take on the challenge and work with the emerging wave of technology and social media.

"She had experience in journalism and television production along with a culinary degree, she knew our business, and she was ready for the challenge," says Shelley with pride. "Andrea keeps myself and the company up to date with what is happening in social media and technology, in relation to marketing. She spearheaded our new website and the platform technology that it is built upon, and we're very proud of that."

Andrea loves her role at The Chop-

ping Block, and after sixteen years working with Shelley, they make a formidable team. "We are incredibly active on social media and have been since the beginning," Andrea says. "A large portion of my job is monitoring the conversation around The Chopping Block on different sites (Facebook, Instagram, Yelp, TripAdvisor, etc.), and we actively respond to each interaction and review and try hard to engage our audience on the platform of their choice. A large part of our application for *gia* was about the content we create in-house for home cooks. From how to cook videos to free downloadable resources like Knife Skills 101 and A Home Cook's Guide to Butchery."

Andrea and the team are constantly creating information to educate people on how to cook, even if they aren't in close proximity to the company's schools in Chicago. "This initiative has helped our mission of 'Getting the country to cook!'" says Andrea.

Shelley decided to enter *gia* as she believes in entering an award every year or two. She finds it helps her and her staff to evaluate what they are doing well, and what they could improve upon. Simply entering *gia* helped her to step outside her own bubble and to look in upon what they were doing and where they were going. "Getting involved in the *gia* program helped us to refine our message, our direction for the future, and to connect with industry peers," says Shelley, adding with a laugh: "It can be a grueling process, but it's worth it whether you win or lose. Winning though, is obviously better!"

Elaborating on this point, Shelley and Andrea point out that when you are so close to something, it's hard to see things objectively. "When you give yourself some distance, which happens during the application process of *gia*, you're able to sit back and go: 'Wow'. We were actually able to see that what is happening in the business is cool, and unique," says Shelley.

During the gala night at the IHA *gia* awards (dubbed the *Oscars* of the housewares industry) with the spotlight firm-



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## Retail Profile: Chopping Block



ly on her team, Shelley walked up on to the stage with Director of Operations and Buyer, Liz Songer, to accept their award, which cemented them as one of the top five retailers in the world this year. Notably, Liz has worked for the Chopping Block for 15 years.

"It was an incredible experience – sharing that moment with Liz felt like a real acknowledgement of her hard work over many years," says Shelley. And although Andrea, who was integral in the application process, was not at the event, Liz and Shelley were texting, keeping her in the loop as the evening came to a well-deserved crescendo.

"Not only was it a genuine acknowledgement of my key team members and all of their hard work, and a special acknowledgement from our industry, this award helps our employees as a whole to connect with the fact that we are doing things well," Shelley says.

One thing is for sure, things aren't slowing down in Shelley's world, and she now has something else building steady momentum – she recently built a cooking innovation center in the countryside of Michigan. It's essentially a barn for experimentation, a place where Shelley can find answers to some questions that have arisen over the many years in her field.

"The barn is where I am working on filming, writing, recipes and product research and development, as well as exploring personal interests," she explains. "I am in a steep learning curve right now, developing and refining cooking techniques and skills. I am researching and playing with technology and how that supports education/cooking and communication. After 17 years of professional cooking and 21 years of teaching home cooks I have also developed a knack of understanding what

people want to know when it comes to cooking."

Shelley's passion for discovery is a massive driving force behind her success, and ultimately, like many long-term business owners, she has been aiming to do this for years – step away from the day-to-day running of the business so that she can focus on innovation. "In simple terms, I am reflecting on everything I have learned in the last forty years of cooking, and over the last 21 years since The Chopping Block was created. I'm looking for opportunities that support our mission of "Getting this Country Cooking" she says.

Additional information on the *gia* program is available at [www.housewares.org/show/gia-retail](http://www.housewares.org/show/gia-retail).

*For more information on the next International Home + Housewares Show, taking place in Chicago on March 2-5, 2019, please visit [www.housewares.org](http://www.housewares.org).*

**PHILIPS**

Cooking

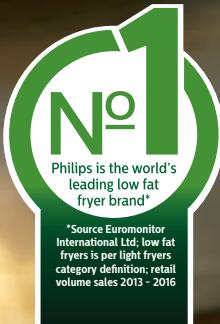
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\*NPD Canada, Low-Oil Fryers 2016–2017. Dollar + Unit Percent Change



\*Source Euromonitor  
International Ltd; low fat  
fryers is per light fryers  
category definition: retail  
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# Run of the mill

*What's hot in pepper mills & spice grinders*



Effective May 1st, Royal Selangor Canada became the exclusive Canadian Distributor for the German brand AdHoc. Design and function are the hallmark of all AdHoc products. The line includes a collection of grinders and cutters for spices, pepper, chillies and salts. Quality, design, and eye-catching packaging are what set these mills and grinders apart.



The Arctic white marble mill from Swissmar has a brushed stainless steel top that reflects the light to mimic the Northern Lights. It has a multi-purpose ceramic mechanism suitable for pepper, salt or dry herbs. It can be easily adjusted from fine to coarse with a simple turn of the knob.

Now Designs is introducing a collection of chic, modern salt and pepper mills that will suit any table. The adjustable ceramic grinder lets users go from fine to coarse, while the top pops off for easy refill. The contemporary mill sets are available in acacia or ash wood.



Swissmar's new Hamburg mills are made in Germany of European beech wood with a chestnut finish and brushed stainless accent ring. It has a high yield, corrosion-proof ceramic mechanism for either salt or pepper.



Made of beechwood from sustainable managed forests in France, these Cuisipro mills from Browne feature a steel mechanism with a double row of teeth. They capture the grains and drive them downward in order to grind them perfectly. The grind setting is on the knob for easy use.



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# Run of the mill



Cole & Mason Harrogate mills from Danesco (below) are powered by a diamond-cut ceramic mechanism. The six-inch mills are made of acrylic with a top grinding design that prevents any mess. To refill, simply flip open the bottom hatch.



This new Cole & Mason spice carousel has an updated design with herbs and spices not previously available. All jars come filled with the spice names printed on the outside of the lid for easy access while cooking. The spin and carry stem in the centre has a stainless steel top while the sturdy carousel base and body allow for smooth rotation. Available with eight or 16 jars.



Made in France, the Peugeot Daman Mill (right) showcases the natural beauty of ingredients with a clear, contemporary acrylic body and stainless steel accents. The mills feature the iconic Peugeot spice-specific mechanism with a consistent high-output grind. The new Isen mill, above, is specially designed to grind flax seed and unlock its nutritional benefits. The contemporary, 5-inch mill is made of beechwood.



Le Creuset mills are now offered in two additional colours: Beechwood, shown above, and Licorice, shown below. The mills combine classic form and modern technology. The ceramic grinder is strong enough to crack peppercorns and corrosion-resistant for grinding salt. Adjust the grind setting with a turn of the knob – clockwise for a finer ground and counterclockwise for a coarser grind.



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# Table Setting

*New designs in casual dinnerware and accessories*

Award Winning designer Sara Miller has launched her first Christmas Collection. Distributed in Canada by **Portmeirion**, it's designed with whimsical geese and adorable penguins. This lovely dinnerware series is made from durable porcelain and presented in beautiful gift packaging. It includes coordinating mugs, dessert plates, cake stands, teaspoons, dessert forks, cake servers and cake stands, placemats and coasters. Available with Grey Penguins, Red Penguins (not shown) and Navy Geese.



Crafted in Portugal by artisans, Casafina fine stoneware products are unique yet durable enough to go from freezer to oven or microwave and dishwasher. Sardegna, left, has the artistic style of a potter's creation. It's lightweight and glazed in either white or deep turquoise with a hand-applied reactive edge line. The quintessential farmhouse look is the foundation of this new Fattoria collection, right. The line includes dinnerware plus a variety of cooking and serving pieces like bakers, mixing bowls, canisters and pitchers. All items are available in white with a subset of pieces offered in pale gray or retro green. From **David Shaw**.



# Table Setting



The distinctive BIA Organic dinnerware line from **Danesco**, left, features a reactive glazing process that creates a natural stone effect. The free-form rims and earth tones offer a natural, handcrafted look. Available in three colours, green, grey and natural. Also new is the BIA Le Petit Déjeuner Breakfast set, below. Offered as either an 8-piece set or Egg Cup set with two egg cups, domed lids and stainless steel spoons.



**Le Creuset** offers a beautiful range of dinnerware in an assortment of shapes, sizes and colours. Appetizer plates are available in sets of four while the oval serving platter (above right) comes in cerise, flame, caribbean, blueberry and oyster colours. It has a generous surface for serving cheese, appetizers or entrees. The large serving bowl, above centre, features a smooth interior glaze and Le Creuset's distinctive rings.



Embossed oval plates from **Now Designs**, above, are ideal for appetizers or snacks. The beautifully designed dishes can even be used in the washroom to hold soap. A washed glaze completes the look. A new line of shallow stamped bowls, right, features a low profile shape that is suitable for appetizers or dips. They have a lovely texture with hints of colour circling the hand-painted rims.



# Table Setting



**InterContinental Mercantile** is introducing a new collection of fine stoneware from Mesa Ceramics. The mix and match assortment is made in Portugal and is available in 12-piece sets, 16-piece sets and pasta sets.



**Rosanna** has unveiled the Artist Sketchbook series of dinnerware. Farm to Table, above, includes both stoneware and porcelain pieces with seasonal accents. A Walk in the Woods, not shown, is made from porcelain with gold trim and a botanical pattern.

Four new 'Aperitivo' platters by Emile Henry come with matching tapa dishes, making them ideal for serving hot or cold appetizers. They go from oven to freezer to table and are available in three exclusive colours from **Browne**.



**Port-Style Enterprises** is introducing a range of casual dinnerware under its own Maison Plus brand. The fun and colourful food-safe stoneware program includes four different sizes of serving bowls, right and platters. Also new is a line of mugs and bowls with a striking black/white design and a gold accented handle or rim. Hand washing is recommended for this line.



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# Store & Contain



Trudeau's new mandoline slicer is designed with the home chef in mind. The large container has a non-slip base and comes with a storage lid. There are three interchangeable blades: straight, grating and julienne. The blades are integrated in their own cover.

The Kilner Measure & Store jar set from **Port-Style** provides an innovative solution for measuring ingredients. The silicone measuring cups are designed to collapse flat to fit into the neck and lid of a Kilner clip top jar. Each brightly-coloured cup features an embossed volume measurement.



New Stack n' Serve containers from **Now Designs** are ideal for transporting lunch to school or work. The durable porcelain or glass containers are secured with an airtight lid for freshness and leak prevention. Easy and convenient, they are available in three sizes.

**Nordic Ware** introduces the Soup R Mug, below right. It's perfect for mac 'n cheese, soup or oatmeal on the go. The twist-on lid seals contents and prevents spillage. Made of BPA-free melamine. Also new from Nordic Ware is this Bento Box, bottom. Streamlined and portable, this divided food container is ideal for lunch or leftovers and is safe for use in the microwave. It features three separate food compartments and a lid that snaps into place. Made in the U.S. of B P A - f r e e melamine.



Tovolo has added new Seal 'N Store Savers to the line-up. Available individually or in sets of three from **Ventures/Double Entity**, the savers are designed to replace plastic bags to extend the freshness of halved fruit or veggies. The silicone web stretches to fit different sizes while the cover snaps securely into the tray.



Nest Lock compact storage containers by Joseph Joseph feature a nesting design and snap-together lids. Distributed by **Danesco**, the snap closures provide leak-proof, airtight capabilities. Available in sets of 10, six or three, they are safe for the freezer, microwave and dishwasher. Also new from Danesco, Stasher has added five colours to its assortment of reusable 100% silicone storage bags.



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# Las Vegas Market

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Robust leasing activity continues to drive expansion of the gourmet housewares, tabletop and specialty food resources at Las Vegas Market. There are more than 7,100-square feet of new, expanded and renewed showroom space confirmed for the Summer 2018 Las Vegas Market, which runs from July 29th to August 2nd.

New gourmet showrooms debuting for Summer Market include Badash Crystal, a manufacturer of unique mouth-blown and handmade glass gifts, home décor and bridal products, in 502 square feet on C1; Serene House, a supplier of personal air care products and fragrances, is relocating and expanding to 509 square feet on C1; and The Specialty Food Showroom, a new specialty food collective featuring 12 to 20 new resources on C11.

Las Vegas Market launched its gourmet housewares, tabletop and specialty food presentation on C11 at the Summer Market 2015, and since that time, sustained growth has steadily swelled the ranks of leading resources. Currently, there are 650+ gourmet resources presented at Las Vegas Market: some 250+ housed on C11 and another 400+ presented across the campus, in both permanent showrooms and in temporary exhibits in The Pavilions at Las Vegas Market.

For retailers who also carry giftware, Las Vegas Market has expanded its seasonal and gift presentation as well with major showroom renewals, relocations and expansions, as well as a remerchandising of Floor C7 to create an exclusive showcase of the category's leading suppliers. Since 2012, the Market has experienced a 223% increase in gift buyer attendance and a 240% increase in seasonal buyer attendance.

For the Summer 2018 Market, some



many of the furniture and home décor showrooms now located on C7 will be relocated to accommodate 32,000 square feet of remerchandised showrooms – opening, expanding and relocating.

In addition to resource growth, Las Vegas Market is continuing and expanding its partnership with two major housewares buying groups, the GC Buying Group and the HTI Buying Group. As in past years, Las Vegas Market will develop unique and exclusive programming and activities for both groups' members attending the Summer Market.

Las Vegas Market has planned an expansive slate of programming this summer that includes over 60 events and activities offering attendees opportunities for education, professional development and industry networking.

Summer highlights include the DesignEDGE summit, produced by the IFDA Education Foundation and sponsored by Las Vegas Market; and Erase Hate: A Celebration of Love, the 2018 Gift for Life Up on the Roof fundraiser with special guest Judy Shepard, mother of Matthew Shepard, a University of Wyoming student and hate crime victim who lost his life in 1998.

The second annual Design EDGE event kicks off on Sunday, July 29, 2018,

at 10am, with an inspiring address by keynote speaker Nolen Niu, an internationally recognized and award-winning American industrial designer. A highlight of the summit will be an afternoon panel discussion "From Creation to Consumer: Everything You Should Know," moderated by Nick May, creator of The Chaise Lounge Podcast.

The fourth annual ANDYZ design awards, recognizing the year's best interior design projects, will be held at Summer Market, along with the second annual Gift + Stationery 40 Under 40 Awards, hosted by *GIFT SHOP*, *Museums & More* and *Stationery Trends*.

Exclusive highlights of trend forecasting programs this summer include the 15th edition of the Market's proprietary FIRST LOOK trend display and seminar, curated by 20-year magazine editor Julie Smith Vincenti of Nine Muses Media. The FIRST LOOK seminar details each of the four major Summer Market trends, as well as the influences and applications for each trend. Tailored to the needs of today's cross-category buyers and lifestyle stores, the FIRST LOOK seminar will be held on Monday, July 30, 10:30 to 11:30am.

Las Vegas Market's signature Ahead of the Curve trend forecasting session returns in partnership with Luxe Interiors + Design on Tuesday, July 31, 1:00pm to 2:30pm. Top designers Amber Lewis, Brian Paquette and Laura Umansky, will present a preview of the hottest new trends and designs in home furnishings and décor in an engaging panel discussion moderated by Kathryn Given of Luxe Interiors + Design.

Las Vegas Market also is offering a complete range of buyer amenities to enhance the overall shopping experience. For more details visit [www.lasvegasmarket.com/seminars-and-events/](http://www.lasvegasmarket.com/seminars-and-events/).



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## Product Preview: Las Vegas Market



Bamboo bowls and lacquer trays from **albert L. (punkt)** are 100% hand-crafted. There is a diverse colour scheme available in a variety of organic forms and shapes. Visit booth P1-2036



The **Combekk** leather program includes these handmade aprons. Made in the Netherlands, the quality leather line also includes pot holders and dutch oven gloves in three popular colours: black, brown and rust.

Visit Muir Sales in booth C1105



This stylish tone-on-tone cream table runner has a lovely border of overlapping flowers that looks beautiful year round. Made of 100% sustainable natural hand felted wool, it features soft greys and browns in the natural fiber to give it a more nuanced appearance. Handmade by **Arcadia Home Designs**. Visit booth C10 - 106



The **Beatriz Ball** collection includes several items made in Mexico of sand cast metal alloy, a 100% recycled metal. Some items, such as these serving platters, feature Tzalam, a dense tropical hardwood also known as Caribbean walnut.

Visit booth B201-36

**Bambu** uses only natural, renewable and organic resources for all products. New for 2018 are these modern stacking coffee and tea service trays. With a sleek design, the stack and carry trays are made of bamboo and are available in two sizes.

Visit booth C1112J



**Match 1995** will be introducing several new items for entertaining including this oversized pewter bottle basin.

Visit booth C191



Basket Pompom napkins from **Kara Weaves** are made of 100% handwoven cotton. They have a rich buttery finish edged with three bright cotton pompoms.

Visit booth P1-2005

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## Product Preview: Las Vegas Market



Oversized Circlet Salad servers from **Now Designs** are crafted from ash wood so no two are alike. Right, prepping is easy with these purr-fect pinch bowls. Ideal for separating out ingredients or for snacking. Visit booth C1105



The design philosophy of **FORLIFE** is simplicity with function. All products, including these colourful mugs with stainless steel lids, are designed to last a lifetime. Visit booth P1-2086



The 3-piece charcuterie set from **Wusthof** contains a sausage, soft cheese and pate knife. Each full tang blade is laser cut stamped from high-carbon stainless steel that resists rust and holds its sharp edge. The handle is made of plum wood. Visit booth C114H

The **Crystal Wonderland** honey jar makes a beautiful and elegant gift for anyone with a sweet tooth. The company offers a range of handmade crystal cut glassware, giftware and home accents plus silver-plated serving dishes and 100% eco-friendly glassware. Visit booth P1-2065



This rustic salt and pepper caddy from **CTW Home Collection** includes Mason Jar shakers. They are kept neat and tidy in a white enamelware caddy. Visit booth C965

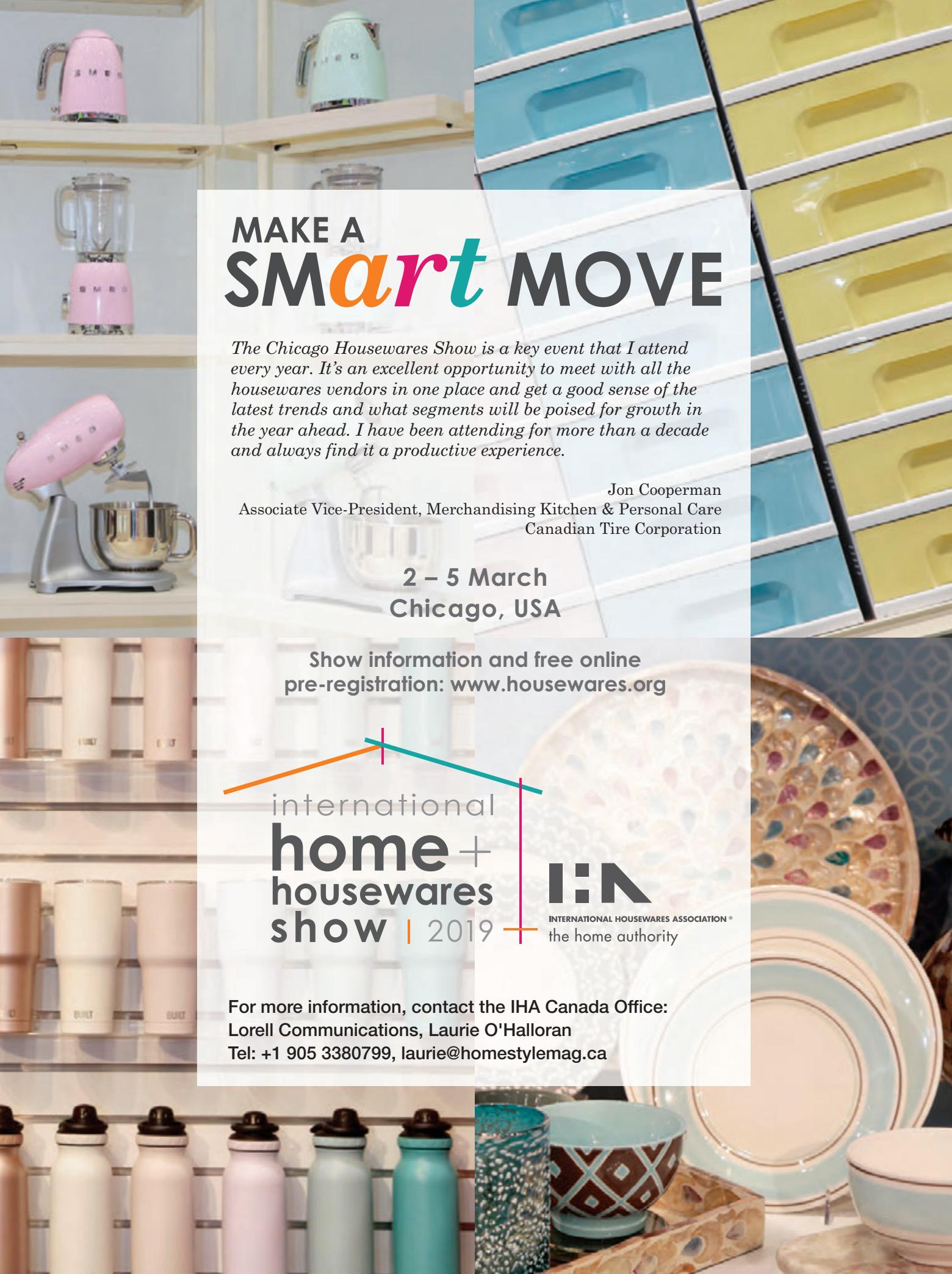


The **Futon Shop** will feature this natural, chemical-free ped bed. Made with organic cotton, it includes a removable waterproof cover. The bed is easy to clean and care for and offered in three sizes. Fillings include natural wool and coconut. Visit booth C1565



Stop by the **Potluck Press** exhibit to see a range of whimsical kitchen items. The company will be displaying Swedish dish cloths with cute kitchen phrases, flour sack towels and ceramic mugs. Visit booth P1 - 4071





# MAKE A **SMart** MOVE

*The Chicago Housewares Show is a key event that I attend every year. It's an excellent opportunity to meet with all the housewares vendors in one place and get a good sense of the latest trends and what segments will be poised for growth in the year ahead. I have been attending for more than a decade and always find it a productive experience.*

Jon Cooperman

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## Product Preview: Las Vegas Market



**Peugeot** introduces the Paris Bistro and Paris Classic cutlery lines, left. Each line is manufactured using advanced techniques to ensure perfect precision. The ergonomic handles offer a secure, comfortable grip  
**Visit booth C1155**

The **Costa Nova** Riviera collection by French floral designer Christian Tortu reflects the scenarios and landscapes of southern France. The pieces can be mixed and matched for a soothing, calm table setting in soft earth tones.



Also from Costa Nova, the Port table linen collection is woven from the finest flex for a warm inviting look. Each piece is made of 100% stonewashed linen and all colours are carefully chosen to mix and match. Made in Portugal.  
**Visit booth C139**



**Product Specialties** will be showing the Final Touch 3-piece brass mixing set. Part of the company's Bartenders Collection, the set is made of brass-plated stainless steel with solid wood handles. The double jigger has two sides for measuring either one ounce or two ounces. The strainer has a removable spring for easy cleaning and the long spoon is great for mixing tall cocktails in shakers or pitchers.  
**Visit booth C1153**



This granite spoon rest from **Nestle** is hand carved and finished with a special process that smooths the rough edges. Each piece is one of a kind. The brushed aluminum handle rest is elevated so all drips and drops are neatly contained in the smooth cover. Easy to clean.  
**Visit booth C1130/C1106**



**Rainy Day Illustrations**, the mother-daughter design and sales team, will show this new Moose tea towel. It's made of 100% cotton flour kitchen sack created from an original illustration. They also offer their artwork as prints.  
**Visit booth P1-2105**



This contemporary hostess set from **Badash Crystal** features four pieces. Handcrafted in Europe, it includes three round serving bowls which sit on a long tray. Made of white glass, it's a functional serving accessory that can be used for any occasion.  
**Visit booth C137**

Nothing is as relaxing as yoga.  
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Introducing the WE ARE MOJITO set from Cookut.



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Please visit us at the Toronto Gift Fair – Congress Centre Hall 7 – 7314 + 7318

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# Toronto Gift Fair

AUGUST 12 TO 15, 2018 • TORONTO CONGRESS CENTRE/INTERNATIONAL CENTRE

As the only Canadian trade show catering kitchenware retailers, the Toronto Gift Fair is a must-attend event for independent retailers looking to see all that's new for fall.

In addition to hundreds of exhibitors spread out over two locations, the show offers visitors a range of informative seminars and entertaining speaks.

Once again, Patrick Leroux will give an inspirational talk providing proven, practical strategies to help retailers stay ahead of the competition. His presenta-

tion in English is scheduled for Monday, August 13th at 10 a.m. at the International Centre, Hall 3, with a French presentation to follow at 11:30.

Andrew Pike is back at the August show by popular demand. The design expert will look at current trends in window displays and product design in a series of keynote presentations.

In addition, Lunch and Learn sessions will presented by Michel Falcon, a leading expert in customer service, and visual merchandising expert Ani Ners-

ession will offer helpful advice on how retailers can create the right culture for their business. Ani will also be meeting with retailers for free one-on-one coaching sessions.

On the social side, don't miss the second annual Housewares Happy Hour, set for Monday, August 13th from 6 p.m. to 8 p.m. at the Sheraton Airport Hotel (just down from the Congress Centre). Retail guests must be registered to attend. Please contact Laurie O'Halloran at [laurie@homestylemag.ca](mailto:laurie@homestylemag.ca) for details.

## NEW PRODUCT PREVIEW



With three leak-proof compartments and a leak-proof lid, the Bentgo Glass container can transport an entire lunch without any leakage. The glass bottom is made of oven-safe borosilicate glass that is also freezer- and microwave-safe. Also new is the TriMax Triple Insulated Port Wine and Whiskey Tumbler, right. The BPA free lid ensures beverages stays inside at all times. Made of food grade 18/8 stainless steel with TriMax triple insulation to ensure drinks stay hot or cold for hours. The silicone base provide a soft landing and grips well to tables.

Visit Fenigo at booth 7321



Choc non-stick fry pans from Browne feature a thick aluminum surface to evenly diffuse heat across the entire pan. The grooved base also provides a superior heating surface. The pans have a PFOA-free, PTFE 5-layer coating that is scratch, shock and abrasion resistant. Ideal for simmering, reheating, cooking or warming dishes, Choc pans are designed to provide long lasting performance.

Visit Browne at booth 7427



# Choc Extreme

The reinvention of non-stick cookware

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Featuring a new generation coating. This range with extra hard non-stick coating features unbeatable shock, abrasion and scratch resistance, providing an even longer life.

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Made in France

## Show Preview: Toronto Gift Fair



The Granite Collection adds decorative element to the Wellness-Mat home lineup. The smooth metallic-flecked finish is the perfect accent for any room. It's available in four bold colors and several different sizes. **Visit Don Schacter & Assoc at booth 7035**



The new wine-to-go tote, above, has six sections. With the padded compartments, users can safely and securely transport your wine and glasses to any setting. The Wine Cask Caddy, below. The perfect companion for bag-in-box wines, the carrier has an insulated, reflective interior which allows for the addition of a cold pack to keep wine chilled. It fits a 3L to 5L wine cask and includes a wine tag. **Visit Cuisivin at booth 7338**



Now Designs introduces Tea for Me Sets, above. Tea is so much more fun than when sipping alongside a cute critter. Made from durable stoneware, each set has a removable lid that serves as a cup when turned upside down. Also new from Now Designs is the Renew line of table linens, right. Made from 100% recycled bottle PET, these wrinkle resistant and super soft table linens come in an array of colours. You can mix and match tablecloths, napkins and chair pads, along with Spectrum place mats. Danica will also show a range of larger, natural wood cutting boards with a leather strap for hanging.  
**Visit Danica at booth 7403**

The Aerolatte Macha Tea Whisk, below, will be unveiled at the Port-Style booth at the August show. Aerolatte is known for producing high quality milk frothers and the company has developed a 'macha specific' whisking head and motor.

**Visit Port-Style Enterprises at booth 7830**





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## Show Preview: Toronto Gift Fair



Available in five colours, the shallow round French oven pot from Le Creuset, right, has a wide, shallow shape. The French oven pot allows for effective searing and browning of meats before slow-cooking while the greater surface area is ideal for reducing sauces.



You can Core and Spiralize simultaneously with this new gadget from David Shaw. Simply centre an apple (or pear) on the serrated corer, push and twist the apple easily. A detachable handle provides a better grip and finger protection. It's safe even for kids to use. Great for snacks, baking, dehydrating BPA-free, FDA-approved nylon. It's also dishwasher-safe.



David Shaw will also show the new COOKUT - ICO Layering Tool Irish Coffee Set. This special tool kit is designed to prepare Irish coffees easily. The special layering tool was designed to easily pour a layer of coffee on whisky. This set includes the special layering tool, a stainless steel measuring cup, a coffee jar and two glass cups. It can also be used to make any layered cocktail, with or without alcohol.

Visit David Shaw at booth 7314



The new Risotto pot is designed with a rounded bottom to keep ingredients moving while the flared sides facilitate easy whisking and stirring. It ensures even heating to sauté risotto rice to the perfect al dente.

Visit Le Creuset at booth 7135

Inspired by curved design of the iconic Paris pepper mill, Peugeot is introducing Paris Bouquet wine glasses, below. Developed with advice from wine experts, each glass is designed to release the full aroma and flavour of wine. Five styles are available: water, white wine, red wine, champagne and beer. Each has a large capacity. Offered in sets of six, they will be available this September.



The Paris Press from Peugeot, above, includes a four-cup jug and alternate tops for a complete gourmet brewing process. The jug has a clear borosilicate glass interior that protects the purity of coffee taste. A sturdy, decorative stainless steel exterior that keeps coffee warmer and protects the jug from breakage. Black accents include a heat-resistant base and a large ergonomic handle that is comfortable to hold. Visit Peugeot at booth 7222

## Show Preview: Toronto Gift Fair



The Final Touch 3.4-ounce Aero flask is designed to be discreet when stored in a front pocket. It features an inside threaded spout and removable funnel. Stainless steel non-toxic hockey puck chillers, below, never melt for a more flavourful drink. Visit PSI at booth 7261



These floating tea infusers by Ad Hoc are the ideal brewing tool. The tea egg always floats to the surface to keep it comfortably within reach. The stand (included) collects drops after use. Made from stainless steel and nylon in several colours. Visit Royal Selangor at booth 11013

This 11-inch perforated quiche pan from Ricardo allows for optimal air circulation for a flakier crust. The loose bottom can be easily removed for serving. It's made of carbon steel with non-stick coating. Ricardo's digital electric fondue, below, is preprogrammed to maintain the ideal temperature. It has touch controls with red LED display and three automatic functions. Visit Starfrit at booth 7240



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Editorial Submission Deadline:  
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Contact:  
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905-338-0799

## Show Preview: Toronto Gift Fair



The Norpro Grip-Ez slicer, left, cuts pizza like the pros. The curved blade easily slices in a quick rocking motion. The scallop edges trap air pockets for quick release. It keeps toppings in place while slicing.

Tactical Bristle-free BBQ brushes from Brushtech, right, use two springs on each stem that are twisted-in-wire for continuous bristle action. It easily cleans grease and burnt food.

Visit Ventures at Booth 7327

Cuisinart introduces an all new way to make authentic cold brew coffee – in as little as 25 minutes. Like traditional cold brewers, the Automatic Cold Brew Coffeemaker, above, saturates coffee grounds in cool water, never exposing them to the high temperatures that release oils which can create an acidic taste. Unique spin technology circulates coffee through water for total flavour extraction in a fraction of the time manual brewers require. The result is a naturally smoother and sweeter taste. Three flavour strength options provide a customized coffee experience unique to cold brew, and coffee can be refrigerated in the 7-cup glass carafe for up to two weeks. Booth number TBA.



Stop by Swissmar to see a brand new collection of gadgets with a fresh new look from Zyliss.

The onion peeler and citrus peeler have a tapered edge and a sharp tip to easily cut through skin. The new Smooth

Blend mixer and dispenser, left, makes it easy to prepare pancakes, crêpes, waffles and scones .It has easy to read measurement markings and features a drip free dispenser and pouring spout. It's also dishwasher-safe. Visit Swissmar at booth 7322



This new Bread & Dip set from ICM makes entertaining easy. The bamboo cutting board can be used to cut the baguettes, Mediterranean or homemade bread. The pieces then go into the big serving bowl while dips and spreads are served in the ceramic tray. With the Bread & Dip set, everything is close at hand. The cutting board can also be used to cover the bread and dip tray. ICM will also show the new Vacu Vin

wine pump, which promises to revolutionize the world of wine drinking. A unique solution that allows you to serve your wine without dripping, store it for a short period of time or vacuumize it to keep it fresh longer. An extra unique feature allows users to not only to serve without dripping but also to let it function as a bottle stopper. When you want to preserve your wine longer, use the vacuum pump for vacuum storage. The vacuum slows down the oxidation process which makes it possible to enjoy your wine again at a later date. Visit InterContinental Mercantile at booth 8229



## New magazine targets housewares consumers

By Derek Miller, V.P. Global Marketing

For most of its 80 years, the International Housewares Association (IHA) was primarily a B2B organization, focusing on bringing retail buyers and housewares manufacturers together through its world-class trade marketplace, the International Home + Housewares Show. Consumers were the ultimate recipient of the business that was done at the Show, seeing the new products later in the year on the retail shelves where they shopped. But as consumers' shopping behavior changed, and more people purchased through ecommerce, IHA added a consumer-focused initiative to its mission to be The Home Authority and created *The Inspired Home* to help exhibiting members reach the consumer through lifestyle-oriented content to ultimately increase sales of home and housewares products.

*The Inspired Home* began as a website featuring articles and videos – curated by an extensive network of key bloggers and social media influencers – highlighting new housewares products and including links with information on where to purchase the items; it soon added social channels including Twitter, Facebook, Pinterest and Instagram. Today, TheInspiredHome.com receives more than five million annual page views, has three million annual users, 200,000 social connections and has featured thousands of IHA members' products.



This spring, IHA expanded *The Inspired Home* platform with a printed magazine, *The Inspired Home Journal*, which launched at the 2018 Show in March. The magazine was created as part of IHA's mission to educate and inspire people to live their best lives through a celebration of all of the wonderful things that happen in the home. The inaugural issue featured an overarching theme, "Time Well Spent," highlighting people, products, places and ideas that help readers make the most of their lives at home. The publication is as beautiful as it is informative with eye-catching, vibrant photography gracing nearly all of the 104 pages.

The articles were written by *The Inspired Home*'s influencer network of experts and contributors and include "See it. Shop it." "See it. Make it." – icons providing the reader with the where-to-buy and how-to-make information behind the products and dishes featured in the magazine. Features include tips on easy entertaining, seafood boils, grown-up camping, green living, craft coffee, seasonal recipes and inspiring people who help others.

If you didn't pick up a copy at the International Home + Housewares Show, *The Inspired Home Journal* is sold in the U.S. at Barnes & Noble and select Whole Foods stores or is available digitally at TheInspiredHome.com/Journal. Canadian retail distribution is planned for the upcoming Fall/Winter edition available in October.

Canadian home and housewares retailers, distributors, representatives and industry professionals are invited to meet housewares suppliers, many of whom have been featured on *The Inspired Home*, at a Tabletop Trade Show September 25 from 5 p.m. to 7 p.m. at the DoubleTree Toronto. The event will feature 30 housewares exhibitors displaying a small assortment of their product lines and is a unique opportunity to visit with high-profile suppliers in a relaxed setting while enjoying cocktails and hors d'oeuvres.

To RSVP, email Lori Szudarek at [Lszudarek@housewares.org](mailto:Lszudarek@housewares.org).

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## CONSUMING PASSIONS

- It seems the secret to a successful dating profile is in the kitchen. According to dating service Zoosk, professing your love for food can make all the difference in attracting a potential mate. The preferred food is guacamole. Mentioning your love for the avocado dip will result in a 144% boost in messages. The second most popular food is potatoes with a 101% increase and chocolate with a 100% increase. Saying you're a 'foodie' results in 82% more messages but the word 'cook' only brings in a 26% increase.



- The most prominent change to cooking in America has been the invention of the microwave. It was created in 1940 but only became available to consumers in the 1970s. In 1986, only 25% of households had one. By 1990, 90% of households had a microwave.
- A new restaurant started by MIT engineers recently opened in Boston. All the food is cooked by robots.

• Eating healthy is good for you, but 'higher quality' diets generate the most food waste. That's because fruits and vegetables are misused more than any other category of food. Fruits and vegetables now account for 39% of total daily food waste in America. The second most squandered category is dairy (17%) followed by meat (14%). The average consumer wastes nearly one pound of food each day, and Canadians are amongst the worst offenders in the world. Walmart recently committed to 'zero food waste' in Canadian stores by 2025.

## Millennials differ in their buying habits

As members of the Millennial generation hit major life milestones, how they shop for products continues to differ from their parents, a new survey from the National Retail Federation shows.

Millennials are parents to 50% of today's children and more than one million U.S. women in this much talked about demographic are becoming new mothers each year.

"The Millennial generation has at turns confounded, inspired and challenged researchers and analysts with their spending habits," says Katherine Cullen, NRF director of consumer insights. "As many Millennials move into parenthood, we are beginning to see how their expectations and shopping preferences compare with those of previous generations."

According to the report, 40% hold a graduate degree, or more than double the 19% of other parents, and 69% of respondents earn more than the national median income of \$59,000 a year, compared with 53% of other parents.

Millennials also hold a positive outlook on their futures: the generation's consumer confidence has risen by more than 20 percentage points since 2008, and a third feel that their financial situation has improved over the last year. And 80% of Millennials with children are in their 30s.

In terms of mobile technology, 78% use their phones to research products, with 75% checking prices or availability and 71% leaving a product review.

As for brand loyalty, 49% of Millennials say they remain loyal to a brand despite cheaper options and 52% remain loyal despite more convenient options.

## Wine drinkers could switch to cannabis

Legal pot may reshape wine sales across the country as professionals, particularly women seeking to cut calories, set down their wine glasses and switch to cannabis, concludes a new analysis by one of Europe's biggest banks.

Conventional wisdom has long held that brewers have the most to lose under cannabis legalization as young men switch from beer to marijuana. But the new Rabobank analysis suggests women who have avoided illegal marijuana are likely to begin consuming pot more consistently once it's legalized. The analysis specifically highlights professional women looking to relax after work without consuming calories from a glass or two of wine.

Rabobank's analysis doesn't specify how much risk the wine industry faces, but cannabis businesses see the liquor industry as a target ripe for disruption. The alcohol industry has long segmented its market by gender and age, targeting young men with inexpensive beers and wealthier demographics with premium vodkas and whiskies, or wine.

Though it won't be legal in Canada until October, the marijuana industry in the U.S. is copying that approach. Many are building welcoming dispensaries to dispel the lingering cloud of disreputability that comes from buying cannabis, infusing pot into calorie-free drinks and powders, offering gluten-free snacks.

Historically, Kagia said, men have tended to use cannabis at rates twice as high as women, but that gap has been narrowing.

## Cold coffee and hot tea are on the rise

Ready-to-drink iced coffee accounted for 19% of worldwide coffee launches in 2017, driven by innovation in Japan and the U.S. along with demand from younger consumers, Mintel reports. "Global investment in chilled, RTD coffee has increased as producers target a younger drinker who enjoys the format's taste," says Mintel.

Sales of tea in the U.S. are also growing between 3% and 5% a year, according to data from the Tea Association of the USA. "Millennials are the first generation of Americans having equal preference for tea and coffee," says Simon Cheng of Pique Tea.

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