

### Launches Expand Materials, Features

Suppliers are widening the variety of materials and features for consumers looking for domestically manufactured cookware.

All-Clad is expanding its Made in America cookware offerings with the launch of c4 Copper this month.

"The range was designed for skilled culinary enthusiasts looking for absolute precision, consistently even results, and superior surface recovery, with the warmth and beauty of a copper exterior," says Michael Callahan, senior director consumer experience at Groupe SEB. "c4 Copper is made in Canonsburg, PA, with premium American metals, one of few premium copper cookware offerings that can boast U.S. materials and origin."

Farberware Neat Nest cookware

stores compactly without damage using an interlocking handle system, says Darrin Johnston, managing director at Meyer Corp. U.S.

"Securely fastened, dual-riveted handles easily lock nested pans together to prevent scratching," Johnston says. "Companion glass lids nest within the saucepans and saucepots for additional space saving storage."

Hammer Stahl, which produces American Clad Cookware in Clarksville, TN, recently introduced its premium 316Ti Stainless Steel interior.

"316Ti is by far the most corrosive-resistant, stable, and inert cooking surface available in stainless steel cookware to date," says Bobby Griggs, vp at Hammer Stahl. "This helps significantly in creating a great sear, deglazing with ease, and improving ease of cleaning."

Lodge Manufacturing, which has produced cast iron cookware in Tennessee for more than 122 years, had its first production run at its second cast iron cookware foundry in November. The additional foundry grows the company's capacity by 75%. This year, the company introduced a special 10.25-inch skillet, which is the first in its annual Made in America Series. Each new item in the series is a remastered version of a retired product from one of its catalogs, which date back to 1896.

### Suppliers Tout Legacies, Communication

Going forward, suppliers will continue to reinforce American manufacturing and sourcing, with outreach to expand the consumer base.

Neat Nest, the first product collection from Meyer's new U.S. manufacturing lines in Fairfield, CA, Johnston says, leverages Farberware's legacy as one of the most trusted and long-established cookware brands in America.

Tramontina USA is "proud to stamp 'Made in the USA' on a selection of products," the company says. When the company brought its offerings to the U.S. in 1986 it was a natural next step to manufacture in the U.S., as well. In 2005, at a time when cookware manufacturers were moving operations abroad, Tramontina revived a cookware factory in Manitowoc, WI, and brought its aluminum production to the U.S.

Hammer Stahl has introduced two new items this year, a 3-quart saucier with cover and a 13.5-inch, 7-ply stainless steel wok.

"The wok was inspired and encouraged by Celebrity Chef Andrew Zimmern," Griggs says, "who challenged us to bring a premium flat bottom wok to the marketplace."

All-Clad will be the key cookware sponsor for Chicago Gourmet this year with Bon Appétit, Callahan says.

"This will help us talk to new consumers," Callahan explains, "as well as focus on experiential marketing."

### Domestic Craftsmanship Inspires Pride; Launch Events Excite

Communicating the expertise and experience their staffs bring to manufacturing allows suppliers to reinforce the quality of American-made products. Launch events also help manufacturers differentiate their offering, and partnering with patriotic, socially conscious causes underscores the importance of buying American.

Hammer Stahl launched an aggressive social and digital media campaign featuring images, video, and quotes from its staff.

"Our average employee has been with us more than 20 years, and our plant managers have more than 40 years of experience," says Bobby Griggs, vp. "We have integrated that institutional knowledge into our POS materials and developed an industry-leading cookware display with built-in sales materials, high-definition lifestyle imagery, and key benefits."

All-Clad is highlighting its "Made in the USA with premium American materials" proposition in all launch materials, media initiatives, social media, and PR outreach, according to Michael Callahan, senior director consumer experience at Groupe SEB. "Our launch event is scheduled for later this month at the Williams-Sonoma location in Edina, MN. It will feature Gavin Kaysen, winner of the James Beard award for Best Chef in the Midwest, and will include American twists on old-world recipes traditionally prepared using copper cookware."

Farberware Neat Nest is being supported with a 360-degree surround sound consumer campaign that includes TV, digital, social media, PR, in-store and online shopper marketing, and product reviews.

"As a brand established in America more than 100 years ago, Farberware is also proud to sponsor the National Park Foundation on behalf of Neat Nest," says Darrin Johnston, managing director. "Our national park system is an American treasure and private funding is crucial to the park system's ongoing support."