

User-Friendly Features Meet Multiple Needs

Whether for time-pressed millennials, traditional users, or wannabe chefs, today's cookware is designed for the lifestyles of each core customer base.

Meyer U.S. has reached out to millennial consumers with its Ayesha Curry Home Collection in sets and open-stock pieces in stainless steel, hard anodized aluminum nonstick, and porcelain enamel aluminum nonstick. The 6-qt. Dutch Oven in the Ayesha Curry Cast Iron Cookware collection features a sturdy and generously proportioned heart-shaped stainless steel knob on the lid for a secure and comfortable hold, as well as moisture re-circulating nubs on the lid's underside to redistribute cooking liquid back into the pot for continuous self-basting.

Farberware Neat Nest, the first product collection from Meyer's new U.S. manufacturing facility in Fairfield, CA — and its first product made in the U.S. in nearly two decades — includes pots and pans designed to nest based on shapes. Darrin Johnston, managing director, stated that the line appeals to young adults just starting out in their own homes and apartments, as it makes storing and organizing cookware and lids easier while protecting surfaces from abrasions.

Calphalon's Premier Space Saving Nonstick and Stainless Steel Cookware "stacks securely to save 30% more space in the kitchen," according to the company.

Chris Welch, director of category marketing & product development at Bradshaw Home, says the company's Bialetti Pasta Pot is still preferred by busy consumers who want to cook more without an involved process.

"The unique design of the Bialetti Pasta Pot does the work of several tools in the kitchen, and the nonstick interior makes clean-up a breeze," Welch says. "The product is offered in fun, eye-catching colors."

Starfrit USA offers three Starfrit The Rock lines for varied lifestyles, says Juanita Coumbias, vp marketing.

"Millennials and busy moms can do easy cooking, serving, and cleaning with One Pot," Coumbias says. "It is perfect for families or teens looking to cook healthier meals in less time. A cast-iron version of The Rock best fits traditionalists' needs, as it enables cooking and perfect searing, plus it is rust proof and easy to clean thanks to the Rock Tec patent-pending surface treatment. Lastly, The Rock Classic set for home cooks performs like stainless steel and cleans up like nonstick; users can cook like professional chefs, without

having to soak and scrub their pans."

Groupe SEB USA introduced the T-fal Triangle Pan earlier this year; it features a deep triangular shape, a scratch-resistant nonstick interior, and the company's Thermo-Spot heat indicator that shows when it's adequately preheated. Additionally, T-fal's Performa collection is made with a raised pattern on the interior for easier food release and clean-up.

The Cookware Co. markets GreenPan ceramic nonstick cookware as 100% toxin-free, easy-to-use, and easy-to-clean pots and pans. As a sand derivative, the Thermolon ceramic nonstick coating never releases any harmful fumes and is free of PFAS, PFOA, lead, and cadmium and remains safe when overheated. Its four newest collections are Venice Pro, Valencia Pro, Paris Pro, and Chatham.

Future Offerings to Be Functional, Yet Fun

Keeping up with the way people live today will influence suppliers' product and marketing strategies.

Research conducted by Calphalon noted that the average size of the American home is shrinking and that many consumers have limited space in their kitchen for storing cookware, the company stated. "Calphalon Premier Space Saving Cookware allows consumers to maximize space in the kitchen, as the pots, pans, and lids stack and nest in any order."

Bradshaw Home expects one-pot cookware to continue growing in line with faster-paced lifestyles.

"The Bialetti Pasta Pot is a single cookware piece and lid that can be used to cook and strain not only pasta but also vegetables," Welch says. "In addition, seafood has become more popular with the trend of one-pot meals."

Meyer says it will continue to partner with Ayesha Curry on cookware and other products that are available at accessible prices, effortlessly stylish, and make cooking simple and fun, Johnston stated. He added that Curry, as a millennial herself, brings a unique approach to cooking and entertaining that is both relatable and inspiring.

Partnerships, Effective Cross Mdsq., Education Tell the Story

Year-round consumer outreach, social media, and PR programs are some of the ways Meyer markets its cookware for today's lifestyles. Its partnership with Ayesha Curry for her eponymous Home Collection is bolstered by her six million Instagram followers and the Ayesha's Home Kitchen cooking show that airs on Food Network.

Starfrit USA focuses on picking up incremental sales through cross-merchandising its Starfrit The Rock cookware lines with food and accessories that cater to different lifestyles, says Juanita Coumbias, vp marketing.

"We have the depth and breadth of assortment to answer everyone's needs," Coumbias says. "We also use social media to educate consumers about how each offering of The Rock caters to millennials, traditionalists, and home cooks alike."

Bradshaw Home takes three approaches to market cookware offerings such as the Bialetti Pasta Pot, according to Chris Welch, director of category marketing & product development. "We do lifestyle storytelling on social media, brand websites, and in-store signage."

Calphalon's website features a how-to guide that shows consumers how to use the Calphalon Premier Space Saving Cookware to maximize space.