

#### Introductions Designed to Rebuild Category

The leading cookware suppliers — Meyer, Groupe SEB, The Cookware Co. — are taking advantage of infomercial marketing to increase awareness of their assortments and capitalize on the fourth quarter.

Among the product strategies are newness in function and design.

Meyer U.S. is offering a robust assortment of new collections, technologies, functionality, and colors in the fourth quarter, says Darrin Johnston, managing director.

“Accolade, Anolon’s premier line, features several new technologies and design features to make cooking inspiring and enjoyable and clean-up easier than ever,” Johnston says. “The Accolade collection is made from heavy-gauge, hard-anodized aluminum that is formed with patented Precision Forge technology for thicker bases, slimmer side walls, and stronger rims that deliver

ideal heat distribution and durability.”

Meyer is continuing to expand its distribution of Farberware Neat Nest, the “innovative and space-saving solution for storing pots and pans together without surface scratches, dents, and dings,” Johnston adds. “Also from Farberware is new Glide Copper Ceramic cookware, which features Copperslide technology and 90% better food release versus comparable ceramic products.”

Groupe SEB’s recently introduced Lagostina Nera collection features heavy-gauge, hard-anodized construction, a nonstick surface that is safe for metal utensils, and flared edges for dripless pouring. Additionally, the company’s T-fal Performa collection features a raised pattern on the interior for easier food release and clean-up.

Bradshaw Home is counting on its surface treatments to differentiate its cookware in the fourth quarter.

“The Bialetti Titan Cookware line, for example, was designed with the latest in

surface technology and quality materials to provide a strong value,” says Chris Welch, director of category marketing & product development.

This fall, Bradshaw is introducing its first enameled cast iron line, under the Emeril Lagasse brand, that will be “paired with interior and exterior finishes to make a product that is both beautiful and functional,” Welch says.

Starfrit has also expanded its portfolio with a cast iron line, called The Rock, and “now offers all major cookware substrates,” says Juanita Coumbias, vp. “The depth and breadth of assortment of The Rock Collection and our many open stock, try-me, and specialty pieces will be merchandised along with key gadgets.”

Calphalon has also introduced a space-saving line: Premier Space Saving Cookware. With its locking feature, pots and pans can stack securely without leaning or tipping over.

#### Launches to Capitalize on 4Q Opportunities

Initiatives in cookware have suppliers optimistic about the prospects for the vital fourth quarter.

Starfrit is encouraged about the fourth quarter because business to-date is up versus last year, Coumbias says, and sees “the launch of its new cast iron with Rock.Tec surface treatment continuing that growth trend.”

Bradshaw will continue leveraging its robust line of cookware, Welch says.

“Our cookware business continues to grow in nearly all classes of trade,” Welch adds, “and we look forward to helping our retail partners drive their business through the fourth quarter and into the future.”

Meyer plans to further its leadership in cookware through “design and manufacturing that incorporates the latest and best technologies, state-of-the-art warehousing and distribution, and best-in-class in-store, digital, and social media marketing support and analytics,” Johnston says. “With these capabilities, we are able to partner with retailers to put the strongest cookware and bakeware offerings on the retailer floor and online to reach and serve consumers.”

#### Cookware Suppliers Fine-Tune Brand-Specific Initiatives

Suppliers are inspiring trial with tailored promotional events, online initiatives, and continued celebrity endorsements.

Meyer U.S. is planning “a comprehensive cadence of promotions across all brands during the fourth quarter,” says Darrin Johnston, managing director. “Each brand features its own unique offerings and promotions. Examples include our \$100 instant savings events for featured Anolon collections during key periods and our ‘Your Choice’ open stock events for Circulon.”

In addition to year-round consumer outreach, social media, and PR programs, Meyer has “comprehensive digital and print advertising campaigns for key brands launching in the third quarter and continuing through the fourth quarter,” Johnston says. “Particularly relevant is our television advertising for Farberware cookware and our TV infomercial for Circulon Symmetry cookware and bakeware, both running in the fourth quarter.”

Starfrit is also creating awareness through social media outreach. Juanita Coumbias, vp, adds that the company’s try-me pieces are “excellent at generating trial of our new patent-pending technology.”

Bradshaw Home is focused on being “more disruptive in the fourth quarter, both in-store and online,” says Chris Welch, director of category marketing & product development.

“We will achieve that by highlighting product colors and unique visible features on display vehicles to draw more attention and catch consumers’ eyes,” Welch says. “We’ll combine in-store displays and advertising to educate shoppers, including a POS video featuring celebrity Chef Fabio Viviani embedded in a robust merchandiser featuring our Bialetti Titan Cookware. A media and social push, including targeted consumer media campaigns, will drive sales online and in stores.”