



LifetimeBrands

International Home + Housewares Show 2017



KitchenAid®

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NEW YORK

FARBERWARE®

COPCO®

Fred®

SABATIER®

MOSSY OAK®

Savora

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chicago metallic™
THE BAKING EXPERTS™

WEST BLADE™

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West Blade™ Technology Revolutionizes Grating & Zesting

– Lifetime Brands, Inc. & Williams Sonoma Partner for Launch –

Chicago, March 2017 – When it comes to grating and zesting, not much has changed in decades – until now. Lifetime Brands, Inc. and Williams Sonoma have partnered to introduce a new grater and zester blade technology called **West Blade™**. West Blade's patented technology features tineless blades that allow you to grate in both directions. This also makes it easier to move soft and hard foods over the surface with minimal effort, helping to reduce time spent on food preparation. West Blade is available exclusively at Williams Sonoma.

The **West Blade Rotary Grater** stands out from the crowd with its remarkable ability to shred soft foods like mozzarella cheese and hard boiled eggs, in addition to helping make quick work of hard cheeses and chocolate. It comes with two interchangeable grating barrels: a West Blade Coarse Shredder blade for soft cheese, and a West Blade Medium Flake Blade for shaving hard cheese or making chocolate curls. The gearing system operates with a smooth, easy-turning motion for fast and easy grating with maximum output. \$49.95

The **West Blade Zester** helps to create fragrant, flavorful zest from the surface of citrus peels — without the bitter pith. It also works for grating ginger, hard cheese, and chocolate. The zester features ultra-sharp, stainless-steel etched blades and a soft-touch, nonslip handle helps provide a comfortable grip as you work. A protective cover is also included for safe storage. \$19.95

The **West Blade Small Flake Hand Grater** and **Large Flake Hand Grater** feature bi-directional grating surfaces and ultra-sharp, stainless-steel etched blades. Food practically glides over the blades, which are perfect for rapidly shaving hard cheese and creating delicate flakes of chocolate. Soft-touch, nonslip handles help provide a comfortable grip as you work, and each grater comes with a food pusher/hand guard and protective blade cover for storage. \$19.95 each

The **West Blade Box Grater** features four total grating surfaces: three with West Blade technology (Small Flake, Large Flake, and Coarse), and one traditional coarse grater blade. This multi-use tool offers ultra-sharp stainless-steel etched blades and quickly shaves hard cheeses, chocolate, and vegetables. The soft-touch handle provides an easy hold, while the nonslip base helps keep the grater in place while you work. \$49.95

Origin Story

For the ultimate graters, we turned to an innovative culinary team. As a sous chef, inventor Ben Willis needed to zest citrus for an entire menu, so he created a bi-directional grater that helped to cut prep time from 45 minutes down to five. He teamed up with Joe Dieter, whose food-centric background placed design and function above all else. Together, they worked with Lifetime Brands, Inc. to bring the tools' speed and convenience to home chefs. The West Blade™ collection is available exclusively at Williams Sonoma.

ABOUT WILLIAMS SONOMA

Since its founding by Chuck Williams in 1956, the Williams Sonoma brand has been bringing people together around food. A member of Williams-Sonoma, Inc. (NYSE: WSM) portfolio of brands, Williams Sonoma is a leading specialty retailer of high-quality products for the kitchen and home, providing world-class service and an engaging customer experience. Products include cookware, cooks' tools, cutlery, electrics, bakeware, food, tabletop and bar, outdoor, cookbooks, as well as furniture, lighting and decorative accessories. Each store offers cooking classes and tastings conducted by expert culinary staff. A comprehensive gift registry program for weddings and other special events is available in stores and online. On Williams-sonoma.com and the Williams Sonoma blog, Taste, customers can find recipes, tips, and techniques that help them create delicious meals and wonderful memories. Williams Sonoma is also part of an active community on Facebook, Instagram, Twitter, Pinterest, Google+ and YouTube.

ABOUT LIFETIME BRANDS, INC

Lifetime Brands is a leading global provider of kitchenware, tableware and other products used in the home. The Company markets its products under well-known kitchenware brands, including Farberware®, KitchenAid®, Sabatier®, Amco Houseworks®, Chicago™ Metallic, Copco®, Fred® & Friends, Kitchen Craft®, Kamenstein®, Kizmos™, La Cafetière®, Misto®, Mossy Oak®, Reo®, Savora™, Swing-A-Way® and Vasconia®; respected tableware and giftware brands, including Mikasa®, Pfaltzgraff®, Creative Tops®, Empire Silver™, Gorham®, International® Silver, Kirk Stieff®, Towle® Silversmiths, Tuttle®, Wallace®, Wilton Armetale®, V&A® and Royal Botanic Gardens Kew®; and valued home solutions brands, including Bombay®, BUILT NY®, Debbie Meyer® and Design for Living™. The Company also provides exclusive private label products to leading retailers worldwide. The Company's website is www.lifetimebrands.com.

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KitchenAid Launches “No-Mess No-Stress” Food Preparation Solutions

Chicago, March 2017 —KitchenAid has expanded its non-electric culinary tool and gadget collection with innovative food preparation solutions that help home cooks reduce the mess and stress. The **KitchenAid® “No-Mess No-Stress”** items – Garlic Press, Citrus Squeezer, Fruit Slicer, Rotary Grater, and Can Opener – offer revolutionary designs that help to minimize handling of food, reduce strain and fatigue, and simplify cleanup.

At retail, hands-on interactive store displays allow consumers to experience the unique functionality of each item, while new, informative packaging calls out the enhanced features and benefits. These No-Mess No-Stress items deliver the superior quality and top-performance consumers have come to expect from KitchenAid.

NO-MESS NO-STRESS CITRUS SQUEEZER

If you’re not in the market for a large-scale juicer but still want the convenience of juicing citrus fruits at home, look no further. Crafted from heavy-duty cast aluminum, the KitchenAid® No-Mess No-Stress Citrus Squeezer helps make it easy and stress free to juice lemons, limes, and other citrus fruits for your favorite recipes. Designed to sit on your countertop or table during use, the squeezer helps reduce the effort needed to complete the task. Simply lift the handle, place a halved lemon, lime, or orange in the strainer, and press down. The head is designed to catch squeezed juice in the base of the hopper, leaving pulp and pits in the strainer. The built-in spout allows for spill-free pouring of the juice into a glass or bowl. Dishwasher safe. MSRP \$19.99



NO-MESS NO-STRESS GARLIC PRESS

Crushing garlic can be a messy and tedious task. With a heavy duty cast aluminum handle and pusher, the KitchenAid® No-Mess No-Stress Garlic Press easily crushes garlic and extracts pulp while helping to keep juices and garlic away from hands and surfaces. Simply place the garlic press on a countertop, lift the handle, add peeled garlic to the hopper, and press down. The crushed garlic and juices stay within the hopper. To dispense, slide the switch on the handle forward and a lever sweeps the garlic out of the hopper. Dishwasher safe. MSRP \$19.99



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NO-MESS NO-STRESS FRUIT SLICER

A multi-function tool built for ease of use, the KitchenAid® No-Mess No-Stress Fruit Slicer with Cherry and Olive Pitter is ideal for slicing soft fruits, vegetables, hard boiled eggs, and cheeses for garnishes and salads. Place the device on your countertop, lift the handle, put food on the platform, and press down. Sliced food stays upright on the platform for dispensing, while juices drain into the hopper below. It also pits cherries and olives, leaving pits in the hopper below for disposal. Dishwasher safe. MSRP \$14.99



NO-MESS NO-STRESS ROTARY GRATER

This rotary grater packs serious power and delivers an extra high yield of shred when it comes to your favorite hard cheese! The KitchenAid® No-Mess No-Stress Rotary Grater has a sleek design with a removable, etched blade for seriously improved grating. Perfect for grating cheese, chocolate, or vegetables, this grater features an ultra-sharp etched blade that glides effortlessly through hard and semi-soft cheeses as well as hard chocolate. Simply lift the lid, place food in the compartment on top, press the lid down, and crank the handle. Grated food is dispensed in the barrel beneath. Grate directly over a dish or cooking vessel or use the included cap to keep contents inside. This provides a convenient way to transport grated food to a table, where the cap can then be removed to shake contents onto individual plates of food. Dishwasher safe. MSRP \$17.99



NO-MESS NO-STRESS CAN OPENER

The sleek and stylish KitchenAid® No-Mess No-Stress Can Opener opens various size cans with the simple turning of its oversized soft-grip knob. Use the magnetic lid remover to help keep hands clean and away from sharp edges of the cut lid. This dual-function can opener also has an integrated bottle opener for added convenience. Hand wash only. MSRP \$17.99



Knife Armor™ Technology

Patent pending with
proprietary process using
upgraded Japanese steel

BV Testing Data

Rust resistant coating is
commercial dishwasher
testing approved



Lifetime Brands Introduces Farberware® Dishwasher Safe Knives

Farberware® Knife Armor Cutlery represents an innovative and revolutionary breakthrough in cutlery technology: **dishwasher safe knives**. This remarkable step forward is made possible by Lifetime Brands' patent pending, proprietary Knife Armor™ technology. Each blade is treated with this advanced rust-resistant coating, making them dishwasher safe and adding a new layer of convenience to cleaning your cutlery.

Plus, every blade is crafted from superior quality, high-carbon Japanese stainless steel, and is weighted and balanced for optimal control. The ergonomic, textured handle offers a comfortable grip. To help consumers better understand the product, the packaging explains that the knives are dishwasher safe and includes a large dishwasher icon, a water splash, and a Knife Armor™ dishwasher safe callout.

The Farberware 13-Piece Knife Armor Dishwasher Safe Cutlery Set includes an 8-inch Chef Knife, 8-inch Bread Knife, 5.5 inch Serrated Utility Knife, 5-inch Santoku Knife, 3.5 inch Paring Knife, six 4.5-inch Steak Knives, All Purpose Shears, and a Walnut Stained Block for a suggested retail price of \$59.99. Open stock cutlery is also available.

Farberware® is a registered trademark of Farberware Licensing Company, LLC. Farberware® branded products are manufactured and sold pursuant to a license from Farberware Licensing Company, LLC.

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SABATIER

Rust Resistant Cast Iron Cookware



Lifetime Brands is offering rust resistant cast iron cookware under its Sabatier® brand. The cookware technology creates a rust-resistant cast iron that is durable, non-porous, and stick-resistant. This technology is not a coating, is chemical-free, is safe to use with metal utensils, and is even dishwasher safe!

Sabatier® Pre-seasoned Rust-Resistant Cast Iron is ideal for searing, browning, braising, grilling, sautéing, and more. The Sabatier collection has a transitional design, with rolled edges that extend around the entire body of each item. Helper handles and pouring spouts add style and help you to lift and maneuver. This cast iron cookware absorbs heat evenly and spreads it gently for excellent heat retention while cooking. The cookware can be used in the oven, under the broiler, or on the grill and is oven safe to 500 degrees Fahrenheit. Enjoy using it on all heat sources, including gas, electric, induction, and ceramic top ranges.

The Sabatier Pre-seasoned Cast Iron Cookware collection includes a 12.25 inch Round Grill Pan (\$49.99) with Glass Lid and Cast Iron Knob, 5x8 inch Rectangular Grill Press (\$19.99), 10x10 inch Single Burner Reversible Grill/Griddle (\$34.99), 10x18 inch Double Reversible Griddle (\$44.99), .75qt Chili Bean Pot (\$29.99), 3qt Dutch Oven (\$39.99), 5.5qt Dutch Oven (\$59.99), 6.5 inch Skillet (\$14.99), 8-inch Skillet (\$19.99), 10-inch Skillet (\$24.99), 12.5 inch Skillet (\$29.99), and 10.5 inch Square Grill Pan (\$29.99).



Rust Resistant Cast Iron Cookware



Lifetime Brands is offering rust resistant cast iron cookware under its Mossy Oak® brand. The cookware technology creates a rust-resistant cast iron that is durable, non-porous, and stick-resistant. This technology is not a coating, is chemical-free, is safe to use with metal utensils, and is even dishwasher safe!

Mossy Oak® Pre-seasoned Rust-Resistant Cast Iron brings the great outdoors into your home. This cookware is perfect for searing, browning, braising, grilling, and sautéing outside on the grill in the beauty of nature or inside on your kitchen stove. This line of Pre-seasoned Cast Iron has traditional designs and features helper handles and pouring spouts. It absorbs heat evenly and spreads it gently for excellent heat retention while cooking. It is oven safe to 500 degrees F, and can also be used in the oven, under the broiler, or on the grill. Enjoy cooking on all heat sources, including gas, electric, induction, and ceramic top ranges.

The Mossy Oak Pre-seasoned Rust-Resistant Cast Iron Cookware collection includes a 10.5 inch Skillet (\$24.99), 12-inch Skillet (\$29.99), 10.5 inch Square Grill Pan (\$29.99), 10x18 inch Double Griddle (\$44.99), and 5.5qt Dutch Oven (\$59.99).

Perfect Seal™ Bottle 17-Ounce



The **Built® Perfect Seal Bottle 17-Ounce** is crafted from 18/8 stainless steel with a double wall, vacuum-sealed construction that helps to maintain the temperature of cold beverages for up to 24 hours and hot beverages for up to 6 hours. The bottle features our patented Perfect Seal™ cap. This ingenious cap is made from hard wearing and reliable Tritan™ plastic, is leak and spill proof, and comes off with the twist of your hand. Its threadless design leaves nowhere for residue to hide and creates a smooth, more comfortable drinking experience. Perfect for people on the go, this bottle is sized to fit in most standard cup holders and is made from 100% BPA-free materials.
\$14.99 MSRP

Insulated Tumbler 20-Ounce



Our **Built® 20-Ounce Vacuum Insulated Tumbler** is made from 18/8 double-wall stainless steel with vacuum-sealed construction. This design helps to maintain the temperature of cold beverages for up to 24 hours and hot beverages for up to 6 hours. The lid, made from durable BPA-free Tritan™ plastic, has a rotating splash guard. The tumbler holds 20 ounces, fits standard cup holders, and is perfect for indoor and outdoor use. \$14.99 MSRP

Insulated Tumbler 30-Ounce



Our **Built® 30-Ounce Vacuum Insulated Tumbler** features 18/8 double-wall stainless steel with vacuum-sealed construction. This high-performance tumbler maintains the optimal temperature of cold beverages for up to 24 hours and hot beverages for up to 8 hours. The lid is molded from BPA-free Tritan™, a hard wearing and reliable plastic, and has a rotating splash guard. The tumbler is sized to fit 30 ounces of your favorite beverage and fits into standard cup holders. \$19.99 MSRP

Welded Cooler Bag



The **Built® Welded Cooler Bag** was inspired by the extreme durability of water raft materials. Constructed with a leak-proof body, this cooler is designed to keep ice for days when you are on the go. You can pack it with up to 18 cans of your favorite beverage plus 10 pounds of ice, or fill it with up to 30 pounds of ice alone. The wide mouth roll-top opening allows for easy loading and unloading and enables you to use it as a party bucket; it also creates more accessibility for cleaning. The padded, adjustable shoulder strap makes it easy to carry wherever your adventures take you. The Welded Cooler Bag has a suggested retail price of \$179.99.

Ultimate Grip Oven Mitt

The **Built® Ultimate Grip Oven Mitt** combines the high heat resistance of silicone (up to 500 degrees F) with the flexible insulating qualities of neoprene. This next-generation oven mitt features food grade, non-slip silicone, helping to provide the ultimate grip and protection while handling hot pots and pans. The Ultimate Grip Oven Mitt has a suggested retail price of \$14.99.



Cute-Tea Tea Infuser



Invite this delightfully pointy pal to tea time! Fill the **Fred® Cute-Tea** hedgehog tea infuser with your favorite loose tea leaves, and hang its little paws on the edge of your mug. Enjoy the smiles while your tea brews. Made from pure, food-safe silicone and packed in a colorful gift box. Design by Carl Mitsch, Fred Studio. SRP \$10.00



Bear Hands Oven Mitts



RRRRAWRRR! Grab that baked Alaska with your **Fred® BEAR HANDS Oven Mitts**, and you'll never get burned. Place these polar-sized oven mitts over your paws and beat the heat. You get a right and a left mitt, constructed from insulated cotton with silicone "pads." \$20.00 MSRP

Bottle Beetle Bottle Opener

Don't let those pesky bottle caps bug you. Reach for the **Fred® BOTTLE BEETLE Bottle Opener** – the handy and handsome horned insect that pops the tops off bottles. Gold-plated, heavy-duty zinc alloy is as durable as it is dazzling. \$13.00 MSRP



Grub Mugs Recipe Mugs

No stove? No problem! Grab your **Fred® Grub Mugs Recipe Mugs** and all four squares are covered! Breakfast, lunch, dinner, and dessert — this set of four recipe mugs will expand your culinary palate while satisfying those late night (or early morning) munchies. Perfect for singles, students, and basement dwellers in need of a meal in a minute (or three). Each microwave- and dishwasher-safe porcelain mug is printed with four tasty recipes. Design by Fred Studio. SRP \$20.00



Funny Side Up Dog Egg Mold



Start the day with a fried side of fun! The **Fred® Funny Side Up Dog Egg Mold** is a handy, pup-shaped egg frame that will make those straying kids sit up and beg for breakfast. Just place the mold in the frying pan, crack two eggs in the rings, and soon mealtime will be funny side up! Made of pure food-safe silicone and packaged in a colorful, peggable giftbox. Design by Fred Studio. SRP \$10.00

Toasty Marshmallow Skewers

There is nothing more fun than roasting marshmallows in the great outdoors. **Fred® Toasty Marshmallow Skewers** offer a modern upgrade to your garden-variety twigs and branches. Sturdy, soft-touch “marshmallow” handles provide a stable grip while you roast. Quality stainless steel skewers store at a compact 12 inches (30.5cm) and telescope all the way to a safe 32 inches (81cm) long! Set of four skewers, packaged in a recyclable, color gift box. Design by Steve Buss. SRP \$20.00



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Harmony 2.9-Quart Enamel on Steel Tea Kettle



The **Copco® Harmony 2.9-Quart Enamel on Steel Tea Kettle** boasts an extra large capacity to keep everyone's mug filled with hot water for instant cocoa, tea, or coffee. The durable enamel finish ensures lasting beauty and looks striking on any stovetop, while the full loop handle provides comfort and stability. It features a convenient trigger mechanism for one-hand pouring, a removable lid for easy filling and cleaning, and a whistle signal when the water reaches a boil. 2.9 quart/11 cup capacity. \$34.99 MSRP



Catania 2.3-Quart Stainless Steel Tea Kettle

This **Copco® Catania Stainless Steel 2.3-Quart Tea Kettle** is constructed from superior-quality stainless steel with an attractive brushed finish that compliments any kitchen's décor. It features a full-loop handle with a convenient trigger mechanism to lift the cap for safe and easy pouring. A reliable whistle on the spout sounds when the water has reached a boil. 2.3 quart/9 cup capacity. \$24.99 MSRP



Beaded 2-Quart Enamel on Steel Tea Kettle



Add some flair to heating up water with the **Copco® 2-Quart Beaded Enamel on Steel Tea Kettle**. The durable enamel finish ensures lasting beauty and looks striking on any stovetop. It features elegant flourishes of beaded detailing on the knob and spout, and a stylish open-handle design for easy pouring. A reliable whistle on the spout sounds when the water has reached a boil. 2 quart/8 cup capacity. \$39.99 MSRP

Vitara 2.3-Quart Enamel on Steel Tea Kettle



Crafted with a traditional retro design, this **Copco® Vitara Enamel on Steel 2.3-Quart Tea Kettle** brings an attractive, classic design to any stovetop. The durable enamel finish ensures lasting beauty and looks striking on any stovetop, while the full loop handle provides comfort and stability. It features a convenient trigger mechanism for one-hand pouring, a removable lid for easy filling and cleaning, and a whistle signal when the water reaches a boil. 2.3 quart/9 cup capacity. \$29.99 MSRP



Belle Teapot with Infuser



The **Copco® Belle Teapot With Infuser** is the perfect way to enjoy freshly brewed tea. Expertly crafted from durable porcelain and accented by a sleek stainless steel lid, this teapot features an integrated tea infuser. It's an elegant and sophisticated way to bring tea to the table. Brews up to 50 ounces. Hand-wash with warm water and a mild detergent; rinse and dry immediately. \$29.99 MSRP

Urban Glass French Press

The **Copco® Urban Glass French Press** is the ideal way to make a great cup of coffee every time. It adds modern flair to a traditional design, and features a borosilicate glass beaker, stainless steel frame, and stylish cork accents. It works like a traditional coffee press, with the benefits of modern technology to increase durability and ease of use. Beautiful styling makes this French press an attractive addition to any table. Available in 3- or 8-cup sizes. Hand-wash with warm water and a mild detergent; rinse and dry immediately. \$29.99 MSRP 3-cup, \$39.99 MSRP 8-cup



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— Sharpen Knife Blades with Every Use —

**Introducing the Sabatier® Edgekeeper® Pro Self-Sharpening Knife Block Set,
All-Purpose Shears, and Cutting Board with Built-In Sharpener**

Chicago, March 2017 — According to a recent survey, the number one complaint consumers have about their cutlery is that it's difficult to sharpen.* Lifetime Brands, Inc. is solving that problem with new additions to its **Sabatier® Edgekeeper® Collection**, including a Self-Sharpening Knife Block Set, All-Purpose Shears with Edgekeeper® Sharpening Sleeve, and an Edgekeeper® Cutting Board with Built-In Sharpener.

According to Bob Varakian, Group President, Lifetime Brands, Inc., "Everyone from master chefs to casual cooks knows that sharp knives perform best in the kitchen. But many consumers don't know how to properly sharpen their knives. Edgekeeper® addresses this problem by taking away the guesswork and making it easy for consumers to have sharp knives close at hand. After the successful launch of our Edgekeeper® open stock cutlery with self-sharpening sheaths, a block set was a logical extension. The Sabatier® Edgekeeper® block set includes all of the essential knives a consumer needs with the convenience of self-sharpening at a tremendous value. We are also excited to add an Edgekeeper® Cutting Board and Shears to the collection this year."

The **Sabatier® All-Purpose Shears with Edgekeeper® Sharpening Sleeve** offer an ideal way to keep a sharp cutting tool at hand at all times. Featuring high-carbon stainless steel blades and textured, nonslip handles, these multipurpose shears are perfect for every cutting task from clipping coupons to opening packages. The built-in sharpener in the protective sleeve allows you to sharpen the blades at any time. By simply placing the bottom blade through the sharpener then closing the blades together, both the bottom and top blades are sharpened in one motion. The sleeve also protects the blades when not in use and helps provide safe, secure storage. The All-Purpose Shears with Edgekeeper® Sharpening Sleeve have a suggested retail price of \$7.99 at www.Amazon.com and www.Pfaltzgraff.com.



The **Sabatier® Edgekeeper® 11x14 inch Non-Slip Cutting Board** features a convenient knife sharpener built right into the corner of the cutting board. To use it, all you need to do is flip up the sharpener and lock it in place. Then place the heel of the knife blade in the slot, and draw it through. Ceramic rods in the slot are placed at the precise angle to hone the blade's edge and keep it razor sharp. Pass the blade through four to five times to fully sharpen your knife. The dishwasher safe polypropylene board features a reversible cutting surface, nonslip corners for stability, and has a suggested retail price of \$14.99.



The **Sabatier® 12-Piece Edgekeeper® Pro Self-Sharpening Knife Block Set** provides a convenient way to keep knives ultra-sharp and ready for use. The blade edge is automatically sharpened every time the knives are removed or placed back into the block. The Edgekeeper® Block design utilizes integrated ceramic rods to hone the blade's edge, keeping the cutlery at optimal performance. The Edgekeeper® Block features five integrated sharpening slots and is made of natural hardwood with a matte black finish. Each knife features an ergonomic, triple-riveted handle. The blades are made of high-carbon stainless steel, which is corrosion and stain resistant. The set includes an 8-inch Chef, 8-inch Slicer, 5-inch Chef with Kullens, 4.5 inch Fine Edge Utility, 3.5 inch Parer, six 4.5 inch Steak Knives, and a storage block for a suggested retail price of \$99.99 at retailers including [Amazon.com](https://www.amazon.com), [Kohls.com](https://www.kohls.com), and [www.Pfaltzgraff.com](https://www.pfaltzgraff.com).



Sabatier® Edgekeeper® Forged Knives with Self-Sharpening Sheaths are another great solution that addresses the top consumer complaint about cutlery. Each sheath features a built-in sharpener that automatically hones the blade's edge every time you take the knife out or put it back into the sheath. The sheath also protects the knife blade for safe storage. Sabatier® Edgekeeper® Forged Knives with Self-Sharpening Sheaths are available in an 8-inch Chef, 8-inch Slicer, 7-inch Santoku, 6-inch Chef, 5-inch Santoku, 4.5 inch Fine Edge Utility, and 3.5 inch Parer for \$12.99 to \$19.99 each at online retailers including Amazon, Target, Wayfair, and Pfaltzgraff.

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ABOUT LIFETIME BRANDS, INC

Lifetime Brands is a leading global provider of kitchenware, tableware and other products used in the home. The Company markets its products under well-known kitchenware brands, including Farberware®, KitchenAid®, Sabatier®, Amco Houseworks®, Chicago™ Metallic, Copco®, Fred® & Friends, Kitchen Craft®, Kamenstein®, Kizmos™, La Cafetière®, Misto®, Mossy Oak®, Reo®, Savora™, Swing-A-Way® and Vasconia®; respected tableware and giftware brands, including Mikasa®, Pfaltzgraff®, Creative Tops®, Empire Silver™, Gorham®, International® Silver, Kirk Stieff®, Towle® Silversmiths, Tuttle®, Wallace®, Wilton Armetale®, V&A® and Royal Botanic Gardens Kew®; and valued home solutions brands, including Bombay®, BUILT NY®, Debbie Meyer® and Design for Living™. The Company also provides exclusive private label products to leading retailers worldwide. The Company's website is www.lifetimebrands.com.

**Proprietary cutlery research conducted by Cambridge Partners & Associates, October 2016.*

Edgekeeper® Shears with Built-In Sharpening Sleeve

FARBERWARE®



Farberware® Edgekeeper® All-Purpose Shears with Built-In Sharpening Sleeve are an ideal way to keep a sharp cutting tool at hand at all times. Featuring high-carbon stainless steel blades and textured, nonslip handles, these multipurpose shears are perfect for every cutting task from clipping coupons to opening packages. The built-in sharpener in the protective sleeve allows you to sharpen the blades at any time. By simply placing the bottom blade through the sharpener then closing the blades together, both the bottom and top blades are sharpened in one motion! The sleeve also protects the blades when not in use and provides safe, secure storage. Hand wash with warm water and a mild detergent; rinse and dry immediately. \$6.99

Herb Snips with Built-In Sharpening Sleeve, \$5.99

Utility Shears with Built-in Sharpening Sleeve, \$5.99

Bent Shears with Built-In Sharpening Sleeve, \$6.99

Poultry Shears, \$7.99



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FARBERWARE®



Lifetime Brands Debuts Redesign of Farberware® Professional Tool & Gadget Collection

The Farberware® Professional line has been reimagined, restyled, and reengineered with sleek and stunning new handles that are as attractive as they are functional. Created with the at-home-gourmet in mind, they strike the ideal balance between exceptional performance and beautiful design.

The new handles feature an innovative and ergonomic contour, designed to complement the shape and movement of the human hand. Each handle incorporates a tip-up feature that is precisely weighted to elevate the head of the tool from countertops.

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Lasagna Trio Pan

The **Chicago Metallic™ Lasagna Trio Pan** is an ideal solution for making up to three different lasagna recipes in one pan. The pan features three separate channels with equal dimensions, so you can dedicate each one to a particular recipe and bake all three at once without using multiple pans or taking up precious rack space in the oven. The channels are sized to fit standard lasagna noodles. The pan is made of dishwasher-safe steel with a nonstick coating for easy food release and quick cleanup. \$19.99 MSRP

chicago
metallic™
THE BAKING EXPERTS™



Slice Solutions® Brownie Pan



The **Chicago Metallic™ Slice Solutions® Brownie Pan** features an innovative metal divider that pre-slices brownies as they bake. To use, pour batter into the pan, insert the divider, and bake. Simply lift the divider out of the pan after baking, and you have 18 separate brownies. The versatile pan is also ideal for making cornbread, crispy cereal bars, and any other baked treats. The carbon steel construction provides even heat distribution, while the nonstick finish ensures effortless food removal and quick, easy cleanup. The pan is oven-safe up to 450 degrees F and is dishwasher safe. \$19.99 MSRP

Mini Pie Pan Set

The **Chicago Metallic™ Mini Pie Set** offers an easy way to make delicious desserts in individual serving sizes. Bake one dozen mini pies of the same variety or mix things up and create up to 12 different flavors in one batch! Constructed of durable steel, this pan features a nonstick finish to ensure effortless food removal and quick, easy cleanup. The plastic dough cutter is sized to the dimensions of the pan cups for precise measuring. The cutter is double sided, with the larger side used to cut perfect circles for the bottom crust and the smaller to cut a design into the center of the top crust. Dishwasher safe. \$19.99 MSRP



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International Home + Housewares Show

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Cookie Dough Shaper

JUST SHAPE, SLICE,
AND BAKE



chicago
metallic™
THE BAKING EXPERTS™



Create Perfectly Shaped and Proportioned Cookies - Spend Less Time Rolling -

The **Chicago Metallic™ Cookie Dough Shaper** is a revolutionary baking mold that lets you create perfectly shaped and proportioned cookies without any wasted scraps of dough. It makes one continuous cookie form using all your dough, so there are no leftover pieces from cookie cutters to re-roll in order to get a full yield.

Simply fill the Cookie Dough Shaper with your dough, and it does all the work for you. It even comes out of the mold complete with cutting guides on the side, so every one of your cookies will have uniform thickness. You get professional results with minimal effort, and the best part is that you can use any type of dough you wish: regular, gluten-free, vegan; the choice is yours.

Plus, it saves time because you no longer have to roll and re-roll dough while baking. You can even shape dough and freeze it for later use. The Cookie Dough Shaper: better way to bake.
\$6.99

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BASIC SUGAR COOKIE

1 stick butter (1/2 cup)
1/2 cup sugar
1 egg
1 teaspoon vanilla
1-1/2 cups all-purpose flour
1 teaspoon baking powder
1/2 teaspoon salt



This recipe makes the perfect amount of cookie dough to fill the Chicago Metallic™ Cookie Dough Shaper (using the smallest convenient measurements) with just a tablespoon or so leftover.

Directions:

Mix together the softened butter, sugar, egg, vanilla, and salt until the sugar is mostly dissolved and mixture looks light and fluffy.

Sift the flour and baking powder together, and then fold together with butter mixture until fully combined.

Allow dough to rest for 5 minutes, then dust lightly with flour. Roll the dough into a cylinder slightly longer than The Cookie Dough Shaper. For best results, spray The Cookie Dough Shaper with nonstick cooling spray or dust with additional flour.

Place the dough in The Cookie Dough Shaper, snap closed, and refrigerate for at least one hour. Remove the dough and slice to desired thickness using the measuring marks as guides.

If desired, the cookies can be brushed lightly with water and sprinkled with decorative sugar or have other designs pressed into them prior to baking.

Arrange on baking sheets 1/2 an inch apart and bake at 350° F for 8 to 10 minutes for single thickness cookies or 12 to 15 minutes for double thickness.

TIP: Single thickness cookies are ideal for making sandwich cookies with your favorite jam or buttercream whereas double thick cookies are ideal for thumbprint cookies or adding gumdrops or Hershey's kisses prior to baking.



The Fast & Easy Way to Make A Perfectly Cooked Hot Dog at Home

The **Hot Doglicious™** is the quick and easy way to make a perfectly cooked, vendor-style hot dog in your microwave. The patent-pending design cooks the hot dog and warms the bun at the same time, giving you a ready-to-eat, in-the-bun hot dog in under 45 seconds. Simply put your hot dog in the cooking chamber, place the bun on top of it, and put the lid on. The cooking chamber has unique ribs that pierce the dog's casing, allowing it to grill and sear from the inside out, while the vent lets just the right amount of steam escape to warm the bun for that delicious concession-like taste. It's fast, simple, and so Hot Doglicious!

6-Piece Cocktail Set



Bar Craft® offers a selection of bar essentials for the home bar, covering wine, cocktails, spirits, and more.

The **Bar Craft® 6-Piece Cocktail Set** is perfect for your home bar and makes a great gift for any cocktail connoisseur. This set includes a brass-finish 450mL stainless steel cocktail shaker with an acacia wood lid, dual spirit measuring jigger, cocktail strainer, mixing spoon, bar knife, and wood muddler. \$39.99 MSRP



Art Deco Brass Finish Cocktail Shaker



This statement-making **Bar Craft® Art Deco Cocktail Shaker** boasts a timeless brass finish and a beautiful Art Deco motif. The 650mL capacity makes it ideal for all sorts of classic party recipes. With its integrated julep strainer, this shaker is great for creating quick cocktails; just pour drinks directly into the glass.

Perfect for professional bartenders as well as beginners, this shaker is exactly what you need to concoct the perfect cocktail and pour it in style. A leaflet containing classic cocktail recipes is included. Hand wash only. \$19.99 MSRP

16-Spice Magnetic Spice Rack

Savora

The **Savora™ 16-Spice Magnetic Spice Rack** utilizes beautifully designed canisters held in place by hidden magnets in the rack body. Mounted on an Acacia wood base, this dazzling, compact rack comes with premium spices for the discerning gourmet. \$130 MSRP



Roundel Cheese Set

Hewn from rich acacia wood, this impressive four-piece **Savora™ Roundel Cheese Set** features three stainless steel cheese tools and is the perfect centerpiece for displaying your finest charcuterie and cheeses. \$100 MSRP



2016 GOOD DESIGN™ Award Winner

Flight Tea Kettle



The **Savora™ Flight Tea Kettle's** striking design is both evocative and functional. Fabricated in steel and coated with a lustrous enamel finish, this kettle is sure to make a statement on the stove-top. Available in red, black, and white. MSRP \$60

Expandable Drawer Organizer Set

SABATIER® 



This **Sabatier® Expandable Drawer Organizer** expands to provide a custom fit in the drawer, but what's unique is that it expands from the middle, instead of the sides. That makes the center compartment bigger, giving you more space you'll actually use. Three organizing trays are included. Place the alignment tray in its compartment and it will keep your kitchen tools from rolling around. The box tray is perfect for storing smaller items like cookie cutters and measuring spoons. The floating tray rests above items stored in the organizer, giving you a second level for storage; and it slides out of the way so you can reach items underneath. The tray has soft, nonslip feet on the bottom to protect drawers and prevent sliding. MSRP \$29.99

2-Piece Bamboo Flatware Organizer Set

This **Sabatier® 2-Piece Flatware Organizer Set** neatly stores utensils and maximizes the useable space in any drawer. Thanks to its high walls and dividers, you can easily store up to 130 flatware pieces; that's two standard 65-piece flatware sets! The bamboo tray has soft, nonslip feet on the bottom to protect drawers and prevent sliding. The plastic accessory box, which is perfect for smaller items like corn holders, fits perfectly in any of the compartments, so you can move it where you want. It's ideal for utilizing space in compartments where there are short utensils. And we designed it with an easy-to-grab center post, so you can lift it out of the organizer and take it to your workstation. This makes it great for organizing office supplies, too. MSRP \$24.99



5-Piece Multi-Room Drawer Organizer Set

The **DFL™ 5-Piece Multi-Room Drawer Organizer Set** is a system for customizable storage. You can store kitchenware, toiletries, craft supplies, office supplies, and more! The durable bamboo tray has five compartments and includes four clear plastic accessories that are designed to fit perfectly in the tray's compartments or be displayed on a vanity or desk. The angled tray makes smaller items, like cosmetics and pens, easy to find. The stadium tray is perfect for nail polish bottles or paint. It tilts them on an angle, so the colors can be easily seen. Keep cotton swabs, thumbtacks, or jewelry securely in the flip-lid storage box. Use the movable post to store hair ties rubber bands, rings, and bobby pins in the center. The bamboo tray features soft feet to keep the organizer in place when opening and closing the drawer. MSRP: \$29.99



Styling Tool Organizer



The **DFL™ Styling Tool Organizer** helps you organize beauty and styling tools under the sink or on the vanity, without messy cords. Three oversized openings fit most styling tools: hair dryers, curling irons, straighteners, brushes, etc. Each tool compartment is paired with a cord compartment, with lids that snap, to keep cords neat and hidden. Even if you're in a rush, the heat-safe nylon will safely store your just-used hot hair tools while they cool. The extra-large compartment has a removable, adjustable divider to fit most hair dryers. The non-slip feet help prevent scratching of countertops and keep the item in place. The built-in handles make it easy to carry this organizer anywhere. Leave it out on a vanity, dresser, desk, or store it in a cabinet or deep drawer.

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Premium Expandable Dish Rack with Soft Touch Wire

SABATIER 



The **Sabatier® Premium Expandable Dish Rack with Soft Touch Wire** has a compact profile and space-saving design that features an expandable drain board to provide extra drying capacity for large items like pots, pans, and mixing bowls. Simply pull to expand the drain board for additional drying space when needed. A removable stemware holder attaches securely to the rack and is perfect for hanging wine glasses. The expandable drain board can be pulled out to collect the water underneath, keeping countertops dry.

The drain board features a bi-directional spout for draining water into the sink from both sides. The flatware caddy has three compartments for organizing forks, knives and spoons, and can be detached for returning items to the flatware drawer with ease. The dish rack features stainless steel side panels and soft touch coated wires throughout. The soft touch wire helps keep dinnerware from getting scratched and holds everything securely in place. Coated feet help keep the dish rack in place and protect countertops from scratches.

MSRP \$69.99



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About Lifetime Brands, Inc.

Lifetime Brands is a leading global provider of kitchenware, tableware and other products used in the home. The Company markets its products under well-known kitchenware brands, including Farberware®, KitchenAid®, Sabatier®, Amco Houseworks®, Chicago™ Metallic, Copco®, Fred® & Friends, Kitchen Craft®, Kamenstein®, Kizmos™, La Cafetière®, Misto®, Mossy Oak®, Reo®, Savora™, Swing-A-Way® and Vasconia®; respected tableware and giftware brands, including Mikasa®, Pfaltzgraff®, Creative Tops®, Empire Silver™, Gorham®, International® Silver, Kirk Stieff®, Towle® Silversmiths, Tuttle®, Wallace®, Wilton Armetale®, V&A® and Royal Botanic Gardens Kew®; and valued home solutions brands, including Bombay®, BUILT NY®, Debbie Meyer® and Design for Living™. The Company also provides exclusive private label products to leading retailers worldwide. The Company's website is www.lifetimebrands.com.

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