



International Home + Housewares Show 2016



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FARBERWARE

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*Baker's  
Advantage*

**KitchenAid**

**SABATIER** 

*Debbie Meyer* 

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## Lifetime Brands Takes the Cake With New Baker's Advantage® "Fillables™" Bakeware

Chicago, March 2016 — Lifetime Brands, Inc. introduces **Fillables™** bakeware under its **Baker's Advantage®** brand at the International Home + Housewares Show. The patent-pending "Fillables™" collection features cake pans that help home bakers easily create "filled" desserts. The collection launches with eight different product shapes, with suggested retail prices ranging from \$14.99 to \$19.99.



Bob Varakian, Group President, Lifetime Brands, Inc. said, "When you look at the éclair, jelly donut, and other well-loved, filled pastries, the common thread for their success jumps out at you, and with apologies for the grammar, it ain't the cake." Varakian continued, "While developing the product, we wanted to bring what people liked about these foods items - the filling - to a mass market bakeware collection. We've done this in a way that accomplishes two things. First of all we've made it easy for the consumer to understand, use, and visualize the possibilities and fun these products can help them create. The second thing is that we've produced the line at affordable suggested retail price points while giving the products a step up that the consumer should gladly make. We feel that the Baker's Advantage Fillables Bakeware Collection is a recipe for success that can help drive success for our retail partners."

Items in the Baker's Advantage Fillables Bakeware collection include a 9" round cake, a 9x9 square cake, a 9x13 sheet cake pan, a fluted tube pan, a fluted heart tube pan, a mini loaf pan, and a mini heart pan. The collection also includes a unique "cake cone" pan that creates a cupcake in the shape of an ice cream cone that can be filled with ice cream or other fillings. Brownie mix or cookie batter can also be used. Coordinating accessory items for filling and decorating the cakes will also be available.

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"It's an easy sell," Varakian said. "Everyone we have shown this collection to wants to own it and wants to bake in it."

Each Baker's Advantage Fillables shape comes as a two pan set: 1) one pan creates the bottom-half of the cake and forms the fillable section - a cake with pockets the consumer can fill with chocolate, pudding, peanut butter, candy, cream cheese, frosting, nuts, etc. 2) the second pan in the set creates the top-half of the fillable cake and forms the seal to hide the surprise fillings. An added bonus is that the consumer can just use the top pan alone in the set if they want to create a conventional cake.

The Lifetime Brands team worked with designer Lou Henry, who created a concept where the baking pans have a scalloped shape that becomes a cutting guide to help guide the consumer where to cut the cake without creating a mess. This allows consumers to cut around the filling, creating a neat, clean presentation that contains a hidden filling surprise in each portion.

"When developing this product we decided to present this concept as a category versus a one-off item and feel there is a first-to-market opportunity here. We created a name for the concept that is both descriptive and catchy; the name "Fillables" accomplished everything we were looking for and has been trademarked." Varakian added, "The focus is on making the Fillables products easy to use and easy to present, and the surprise filling creates an additional element of fun."

Available for shipping to retailers in the first quarter of 2016, Baker's Advantage Fillables Bakeware is crafted from heavy-gauge nonstick stainless steel and is packaged in full-color boxes. Each item comes with a recipe booklet that provides consumers with helpful tips for using the products. Lifetime Brands has also created videos about the Fillables bakeware that can be used by retailers on their websites, as well as in store video loops.

**Lifetime Brands Launches  
Sabatier® Edgekeeper™ Self-Sharpening Knife Block Set**

*— Each Knife Slot in the Block Features a Built-In Blade Sharpener —*

Chicago, March 2016 — Lifetime Brands, Inc., leading global provider of kitchenware, tableware and other products used in the home, is pleased to build on its successful Edgekeeper™ technology with the addition of a **Sabatier® 13-Piece Edgekeeper™ Self-Sharpening Cutlery Block Set**. The storage slots with built-in sharpeners will automatically sharpen the knife blade every time the consumer removes or replaces the knife into the block. The Sabatier® 13-Piece Edgekeeper™ Self-Sharpening Cutlery Block Set will be unveiled at the 2016 International Home + Housewares Show (booth S1243).

Bob Varakian, Group President, Lifetime Brands, Inc., commented, "After the successful launch of our Edgekeeper™ open stock cutlery, a block set was a logical extension. This set includes all of the key knives a consumer would need at a tremendous value. And it addresses key consumer complaints about knives not staying sharp, and knives being too difficult to sharpen. This cutlery block set takes the guess work out of sharpening your knives and helps make having a sharp knife a non-issue for the consumer."



The Sabatier® 13-Piece Edgekeeper Self-Sharpening Cutlery Block Set is being launched in addition to a full line of Edgekeeper™ open stock cutlery, as well as Edgekeeper™ cutting boards and an Edgekeeper™ Shear.

Varakian added, "Edgekeeper™ is a great opportunity for retailers to help solve consumer knife sharpening problems and offers exceptional value at the same time. We feel that Edgekeeper™ is a long-term plus one benefit that will help drive incremental sales."

The Sabatier® 13-Piece Edgekeeper™ Self-Sharpening Cutlery Block Set, available with either forged triple rivet knives or stainless steel knives, includes an 8" Chef, 8" Slicer, 5" Santoku, 4.5" Fine Edge Utility, 3.5" Parer, 4.5" Steak Knives (6 pieces), All Purpose Shears, and a Black Block for a SRP of \$129.99.

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## **Lifetime Brands Expands Successful Edgekeeper™ Self-Sharpening Cutlery Technology Across Sabatier®, Farberware® and Reo® Brands**

Chicago, March 2016 — Lifetime Brands, Inc., leading global provider of kitchenware, tableware and other products used in the home, is expanding its innovative line of patent-pending, self-sharpening Edgekeeper™ cutlery with unique cutlery blocks and a comprehensive selection of open stock items including cutting boards with built-in sharpeners. The new products will be unveiled under Lifetime's Sabatier®, Farberware®, and Reo® brands at the International Home + Housewares Show.



Edgekeeper™ open stock knives have sharpening rods built into each storage sheath so as to automatically sharpen the knife blade every time the consumer removes or replaces the knife into the storage sheath. The self-sharpening mechanism is highlighted in red at the opening of the protective sleeve. The sharpening rods are aligned to sharpen the blade at the correct angle, which helps take away the guesswork and helps to keep knives sharp for optimal performance.

New open stock knives with self-sharpening sheaths will be on display at the Lifetime Brands booth (S1243) in Chicago under the Sabatier®, Farberware® and Reo® brands. Several unique cutlery block sets that have pull out or fold down sharpening rods built into the block will also be unveiled under the Edgekeeper™ banner.

For example, the Sabatier® 14-Piece Edgekeeper™ Cutlery Set, available with either forged triple rivet knives or stainless steel knives, features a patent pending Edgekeeper™ pop-out sharpener on the side of the block that helps make maintaining a sharp blade easy and convenient. Crafted from high carbon stainless steel, the knives in this set are perfectly balanced and weighted for precision and control. The set includes an 8" Chef, 8" Slicer, 5" Santoku, 5.5" Serrated Utility, 4.5" Fine Edge Utility, 3.5" Parer, 4.5" Steak Knives (6 pieces), All Purpose Shears, and a Bamboo Block.



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Lifetime Brands is also showing a line of Edgekeeper™ cutting boards with flip up sharpeners that allow the consumer to sharpen their knives right at the cutting board without needing additional tools. The new Edgekeeper™ products are scheduled to ship in the first half of 2016.

Lifetime Brands Group President Bob Varakian noted, "People usually have two complaints when it comes to their cutlery. They feel that their knives don't stay sharp, and secondly, that they don't know how to sharpen their knives. With Edgekeeper™, we created a simple but effective system that addresses both of these issues and does it in an almost effortless manner. And, our Edgekeeper™ cutlery is available at a suggested retail price point that is competitive with knives that don't have this beneficial feature."

Varakian added, "While many people complain that their knives don't stay sharp, a lot of them will admit that they really never even attempt to sharpen them. Our Edgekeeper™ open stock knives work so effortlessly people don't even need to think about it. And our new blocks and boards with built-in sharpeners offer consumers yet another easy way to help them keep their knives sharp."

According to Varakian, "We feel that Edgekeeper™ will be a franchise line for us and we intend to continue to build on it. Lifetime launched its open stock line of Edgekeeper™ products at the 2015 Housewares Show to wide retailer acclaim. Initial sales in fall 2015 were strong and the Company is set to build upon its success with these additional products and innovations."

Select Farberware® Edgekeeper™ open stock knives with self-sharpening sheaths, and cutlery block set with a built-in Edgekeeper™ sharpener are available now. The new Sabatier®, Farberware®, and Reo™ Edgekeeper products are expected to be at retail stores in fall of 2016.

Click on the following link to watch a video that demonstrates Edgekeeper™ open stock cutlery: [https://www.youtube.com/watch?v=CXSR\\_LFgQE](https://www.youtube.com/watch?v=CXSR_LFgQE)

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## **Lifetime Brands Amplifies Innovation for Sabatier® Brand**

*—Unparalleled Newness in Cutlery, Cutting Boards, Cookware, Tools & Gadgets—*

Chicago, March 2016 — Lifetime Brands, Inc. continues to develop, expand, and innovate under its Sabatier® brand, launching more than 200 new Sabatier items at the International Home + Housewares Show. Significant introductions are being showcased in all product categories including cutlery, cutting boards, cookware, bakeware, kitchen tools and gadgets, and sinkware. Lifetime has also updated the visual brand language for the entire Sabatier line with bold new packaging that features dramatic graphics and styling while emphasizing the brands' heritage and history in a thoroughly modern approach.

According to Dan Siegel, President, Lifetime Brands, Inc., "Sabatier cutlery and cutting boards have been a focus for Lifetime Brands for several years. Successes in these categories have allowed us to methodically expand the brand's overall presence. This year at the Housewares Show we will feature our most comprehensive and impressive assortment of goods for Sabatier."



In cutlery, the Sabatier series of fashion cutlery blocks feature elevated designs and cool profiles in a variety of materials, styles and finishes, including wood and cast iron, as well as wood and stainless steel. These blocks marry style and

function and feature fully forged cutlery at an accessible price point of \$99. In addition, several of the new cutlery blocks feature color accents that coordinate to the cutlery handles.

Lifetime Brands has also added its patented Edgekeeper™ Self Sharpening technology to the Sabatier cutlery offering, making it easier for consumers to keep their knives sharp. Edgekeeper™ sheaths sharpen the knife blade each time the blade is passed in and out of the sheath. The Sabatier Edgekeeper™ Cutlery Block Set features a pull-out sharpener on the side of the block, merging aesthetics and functionality.

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"We feel there is a void for a fashion cutlery line that combines the quality of forged cutlery with storage solutions that perform as functional design statements on the counter with an established brand name that can be merchandised in store as a your choice \$99 price point," said Bob Varakian, Group President Cutlery & Cookware, Lifetime Brands, Inc. "There really is no cutlery line that fills this niche until now."

"We are also adding new Sabatier cookware lines in preseasoned cast iron, porcelain cast iron, and heavy duty cast aluminum," Varakian

added. "These items offer dramatic styling and are perfectly suited for oven to table. We are updating the look of cast iron with

a fresh approach suitable for today's entertaining while maintaining the historical performance and heritage of the product."



The Sabatier bakeware offering has also expanded to include four lines of metal bakeware, as well as porcelain bakeware, decal stoneware, embossed metal bakeware, and mini bakeware sets.

According to Jim Wells, President Kitchenware, Lifetime Brands, Inc., "We felt there was an opportunity to create ranges of tools and gadgets that are inspired by the heritage and materials of the past but utilizing the technology of the present. With that in mind, we are extending our Sabatier kitchen tool offering to include a line of wood tools with an on-trend, grey white-washed finish that works perfectly with today's kitchen aesthetics. And our new Sabatier stainless steel tool and gadget line offers a sleek, modern look; these tools are designed with the serious home chef in mind."

Wells added, "We are expanding Sabatier into in-drawer organizers featuring thoughtful designs that greatly improve upon existing options. And we've designed several accessories that add on to our in-drawer organizers, giving consumers even more ways to customize how they organize their tools and gadgets. These points of differentiation fit in with the desires of today's consumer while staying true to Sabatier's rich brand heritage."

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Three new lines of Sabatier kitchen tools and gadgets, and a collection of ceramic food preparation accessories will debut in Chicago.

Sabatier Stainless Steel Handled Tools and Gadgets range in price from \$9.99 to \$39.99. All of the items have a heavy duty stainless steel handle and the tools include fiberglass reinforced, high-heat resistant heads. The gadgets, including a can opener, peeler, ice cream scoop, and spatulas, are designed with the serious home chef in mind.



The Sabatier Rustic Wood Line ranges in price from \$9.99 to \$29.99. The rustic wood blends classic styling with a trendy gray colored finish. The tools and gadgets carry through the look from the successful Sabatier olive wood tools and gadgets we launched in 2015.

Sabatier High Heat Resistant Nylon Tools and accessories range in price from \$4.99 to \$9.99. Utilizing the classic look found in the Sabatier olive wood tool line, the brand now has an all nylon high heat line of tools and accessories that are perfect for everyday cooking. These tools are complemented by a series of silicone head basting brushes and spatulas that feature a nylon handle inspired by the olive wood designs. A series of new one piece nylon tools which feature a textured grip and heavy weight construction, have also been added.

Sabatier Ceramic Food Preparation Accessories range in price from \$9.99 to \$39.99. Sabatier showcased a signature oversized ceramic tool crock at the 2015 Housewares Show and for 2016 Sabatier has added to the series with a traditional sized tool crock, condiment and jam jars, a salt crock, oil decanters, and salt and pepper shakers which all carry the same shape and look of the original tool crock. Each item works well with any style kitchen.



Wells added, "There are very few brands with a 200 plus year history. We want to honor that history by developing products for the serious home chef. We do that by focusing on better materials, efficient designs, and flawless function."



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## **BUILT® Brings Freezable Technology to Its Lunch and Beverage Tote Collection**

*– Lose the Ice Pack and Keep Food and Beverages Cold with IceTec™ –*

Chicago, March 2016 – BUILT®, Lifetime Brands, Inc.'s line of stylish lifestyle accessories, introduces its patent-pending IceTec™ technology to help keep food and beverages cold for several hours, eliminating the need for separate ice packs to keep contents cold. The **BUILT IceTec™ collection** includes a **Lunch Bag**, a larger **Cube Lunch Bag**, and a **Wine and Champagne Bag**.

BUILT IceTec™ Bags use patent-pending IceTec™ technology to help keep food and drinks cold for hours. The reusable bags feature a food safe freezable gel sandwiched between an insulating outside layer and cold-transmitting inside layer. Built IceTec™ bags have secure zipper closures, fold flat for compact storage, and have stitch-free interiors, which makes them easy to wipe clean with a damp cloth. To use, simply fold the bags flat, place them in the freezer overnight to activate the built-in freezable gel, and they'll be ready to use in the morning. The bags were tested for lead safety and phthalates, and are PVC and BPA-free.



BUILT's IceTec™ bags are great for bringing food and beverages to work, school, the beach, park, camping, tailgating, and more.

The **BUILT® IceTec™ Freezable Lunch Bag** features a stylish shape and a roomy interior that gives you plenty of room to fit your favorite meal, snacks, and drinks. SRP \$19.99

The **BUILT® IceTec™ Freezable Cube Lunch Bag** is a large capacity, soft-sided, cube-shaped lunch bag with plenty of room to fit multiple meals or up to 11 cans. SRP \$24.99

The **BUILT® IceTec™ Freezable Wine and Champagne Bag** is ideal for transporting wine and champagne while keeping it cold and protected. The bag is designed to fit and protect both the tallest Rieslings and the widest champagne bottles. When you get to your destination, simply fold down the sides of the bag to convert it to portable, ice free chiller. Cheers! SRP \$19.99

For more information about BUILT® products, please visit: <http://www.builtny.com/>.

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## **BUILT® Launches Innovative Lunch Solutions** – *Designed for Worry-Free Lunch Packing* –

Chicago, March 2016 – BUILT®, Lifetime Brands, Inc.'s line of stylish lifestyle accessories introduces new products to accommodate every need for lunch on the go, from keeping food and beverages cold and properly packed to creating a clean place to eat! BUILT's new lunch solutions cover the entire lunch-packing and storing spectrum offering unique features and stylish designs, making life on the go easier than ever.

With BUILT's latest lunch bag designs, say no more to brown paper bags, squished sandwiches and mixed up meal containers. In addition, BUILT has devised a solution for outdoor dining and picnics with a bag that transforms into a placement within seconds! These new products help make lunch packing, storing and clean up stress free.

**The BUILT® Placemat Lunch Bag** is the perfect solution for those who want to ensure they have a clean place to eat their meal when they are out and about. The Placemat Lunch Bag has a quick zipper that converts the bag into a full size placemat for a clean place to eat lunch. The lunch bag has a large capacity to fit food and drinks, as well as an inside pocket to organize utensils and snacks. Made from food safe insulating neoprene, this Placemat Lunch Bag is also machine-washable so you'll be all set for your next outing! SRP \$24.99



**The BUILT® 10 Piece Gourmet Bento Box** is designed to hold everything you need to bring your lunch on the go. The leak-proof Bento Box includes a knife, fork, and spoon (made of stainless steel with ABS handles), a dressing container, an ice pack, food dividers, a secure lock utensil holder, and a microwaving valve. The Gourmet Bento is made from break-resistant polypropylene, and has been tested for lead safety, phthalates, PVC and BPA. Available in either Black/Gray or White/Mint, the lunch container body, lid, and other parts are dishwasher safe, top rack only (excluding the ice pack). Gourmet Bento dimensions: W 9" x H 3.7" x D 6.7" (W 23 cm x H 9.5 cm x D 17 cm). SRP \$14.99



For more information about BUILT products, please visit: <http://www.builtny.com/>

## **BUILT® Adds Barware Tools & Accessories to Successful Lifestyle Collection**

*-Bar Tools Complement Neoprene Beer and Wine Totes-*

Chicago, March 2016 – BUILT, best known for its industrious, stylish, and protective neoprene lunch, wine and beer totes, presents its first hard goods offering in barware with the introduction of the **BUILT Curve** and **BUILT Arch Barware** tool lines. Debuting at the International Home + Housewares Show, the Curve and Arch bar tools from BUILT combine elegance and practicality, with designs that make life on-the-go easier and more enjoyable.

### **BUILT Curve Barware**

- The **BUILT Curve Corkscrew** is a deluxe bottle opener that elegantly relieves bottles of their corks. Featuring a self-standing, weighted, ergonomic design, the Curve Corkscrew opens wine bottles with ease and is perfect for taking with you on the go. SRP \$11.99
- The **BUILT Curve Bottle Opener** combines elegance and practicality in one, easy-to-use product. With a weighted design and ergonomic form that fits snugly in the hand, this self-standing bottle opener comfortably removes caps from bottles each and every time! SRP \$11.99
- The **BUILT Curve Winged Corkscrew** features a winged design that combines form and function. Utilizing a mirror finish stainless steel spiral and a comfortable spin knob, the Curve Winged Corkscrew is perfect for the at-home wine connoisseur. Simply place the corkscrew on any sized bottle, and feel how easily the spiral glides into the cork while turning the knob. Once the arms are fully raised, a quick downward push of the wings pops the cork right out! SRP \$19.99
- The **BUILT Curve Bottle Stopper** comes in a two-piece set, and is ideal for those who only drink one or two glasses of wine at a time. Inspired by the smooth forms of river stones and driftwood, the Curve Bottle Stopper features an ergonomic design that creates airtight seals on any sized wine bottle. Made with food safe silicone, these stoppers are easy to clean and reuse. Available in red, black, blue and mint. SRP \$5.99
- The **BUILT Curve Champagne & Wine Bottle Sealer** is the perfect solution for those who dream of keeping their favorite sparkling beverages fresh after opening. Utilizing an ergonomic design, the Curve Bottle Sealer is not only attractive to the eye, but also fits snugly in the hand to make sealing and removal a breeze. Simply place the bottle sealer on top of any bottle, and twist to seal your favorite bubbly. Our bottle sealer is dishwasher safe, and comes in a variety of colors including blue, mint, red and black. SRP \$5.99





**BUILT Arch Barware**

- The **BUILT Arch Waiter's Corkscrew** is the perfect wine tool to take on the go. Featuring a sleek, minimal design, the Arch Waiter's Corkscrew keeps all parts elegantly contained in a single folded piece of stainless steel that effortlessly fits into pockets or purses. With its mirror finish stainless steel spiral and two-step lever, corks of any type are removed quickly and easily. The Arch Waiter's Corkscrew also includes a foil cutter and a bottle cap opener. SRP \$9.99



- The **BUILT Arch Bottle Opener** is inspired by the simplicity of Shaker farm tools, crafted from a single fold and single cut in stainless steel. Fitting snugly in the hand, this dishwasher safe bottle opener relieves bottles of their caps quickly and easily and slips comfortably in a pocket or purse when you want to take it with you. SRP \$7.99

The BUILT Arch Waiter's Corkscrew and Arch Bottle Opener are not only available individually, but also as two-piece sets that are paired up with BUILT's top selling wine and beer totes.

- The **BUILT One Bottle Tote with Arch Waiter's Corkscrew** is constructed of BUILT's signature neoprene to keep bottles protected and chilled. The tote also includes the new Built Arch Waiter's Corkscrew, which makes it fast and easy to remove corks or caps. The One Bottle Tote folds flat for storage and is machine washable (drip dry – remove corkscrew before washing). Available in a variety of fun and sophisticated colors and patterns, the BUILT One Bottle Tote with Waiter's Corkscrew is perfect for transporting your favorite bottle of wine to parties, picnics, and concerts, and makes an ideal hostess gift. SRP \$19.99
- The **BUILT Two Bottle Tote with Arch Waiter's Corkscrew** is constructed of BUILT's signature neoprene to keep bottles protected and chilled. The tote also includes the new BUILT Arch Waiter's Corkscrew, which makes it fast and easy to remove corks or caps. The Two Bottle Tote folds flat for storage and is machine washable (drip dry – remove corkscrew before washing). Available in several colorful and stylish patterns, the tote is perfect for taking the party on the go and is also ideal for gifting. SRP \$22.99
- The **BUILT Six Pack Tote with Arch Bottle Opener** is the perfect solution to the dreaded soggy brown bag and cardboard carriers often experienced at social gatherings like tailgating. Using Built's signature neoprene (the wetsuit material), the Six Pack Tote with Arch Bottle Opener keeps your favorite brews protected and chilled, and comes with a side pocket to hold the Arch bottle opener. The six pack tote folds flat for easy storage, is machine washable and is available in black, navy and camo. SRP \$24.99

For more information, please visit: <http://www.builtny.com/>.





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## **BUILT® Enhances Popular Big Apple Buddies™ Collection with Lunch Backpack, Kids Backpack, and New Character**

Chicago, March 2016 – BUILT®, Lifetime Brands, Inc.'s line of stylish lifestyle accessories, is expanding its popular Big Apple Buddies™ collection with a new character, Cornelia Kitty, and two new shapes – the **Big Apple Buddies Lunch Backpack** and **Big Apple Buddies Backpack**.

**Cornelia Kitty**, the newest member of the Big Apple Buddies family, joins the other adorable Big Apple Buddies as a Lunch Sack, Lunch Backpack, and Backpack, carrying cute to a whole new level. Cornelia and her friends (Delancey Dog, Lafayette Ladybug, Allen Alligator, and Hester Hippo) are ready to stand watch over your child's lunch and other essentials like it was their very own.



All of the Big Apple Buddies characters are now available in an insulated **BUILT® Lunch Backpack**, making it even more fun to bring lunch to school. The lunch backpack has tons of great features, like padded adjustable shoulder straps, a wipe clean interior, a zippered front pocket, a quick grab top handle, and an interior name tag. Made from durable polyester fabric, the Big Apple Buddies Lunch Backpack is food safe, lead safe, and phthalates and BPA-free. \$19.99

**BUILT® Big Apple Buddies Backpacks** have everything a child needs to head off to school. Featuring the beloved Big Apple Buddies characters, these fully equipped kid-sized backpacks, are designed with a large main storage compartment, zippered front pocket, side pocket for bottles, padded adjustable shoulder straps, interior name tag, and a sturdy grab handle on top. These super cool Big Apple Buddies Backpacks are made from durable polyester fabric, are lead safe, and phthalates and BPA free. \$29.99

The **BUILT® Big Apple Buddies Lunch Sack** is insulated, durable, reusable, and easy to wipe clean. Made with food safe materials, it's tested for lead safety and phthalates and is PVC, BPA, latex and vinyl-free. The Big Apple Buddies Lunch Sack features a Velcro closure and a soft handle with a buckle that unsnaps and attaches to backpacks, book bags, or strollers. \$16.99

To see additional solutions for life on the go, please visit: <http://www.builtny.com/>.

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## Fred® Adds More Clever and Creative Products to its Quirky Line Up

Chicago, March 2016 — Fred & Friends®, a division of Lifetime Brands, Inc., adds multitude of amusing and quirky products to its existing collection of fun and functional gadgets at the International Home + Housewares Show. Items range from a futuristic nose and ear trimmer to a food truck catering to birds. Enjoy!

### New Products

#### **Fred® THE ATOMIC TRIMMER™ Nose & Ear Hair Trimmer** *(a futuristic trimmer).*

Pull the trigger on Fred's retro-styled Atomic Trimmer and stand back as unwanted nose and ear hair gets blasted away! Safe-to-touch stainless steel blades are housed in sturdy ABS plastic. One AA battery\* powers the trimmer with lightning speed! Packed in a "futuristic" window box — a perfect gift for every spaceman on your list! Design by Blue Sky Designs. \*Battery not included. SRP \$20



**Fred® WANDER WARE™ Camping Barware** *(drinkware for the adventure prone).* Add some class to your next outdoor "adventure." Fred Wander Ware camping barware is made out of break-resistant enameled steel that can handle 5'o clock in any backcountry. Toss them into your rucksack and you'll *Always Be Prepared!* Design by Rafael Cerrada, Fred Studio. SRP \$5.00 (bottle opener), \$6 (shot cup), \$10 (rocks cup), \$12 (martini cup), \$13 (wine cup)

**Fred® LIL' WINNER™ Sippy Cup** *(time for a victory crawl!)* Your kid is officially the BEST, so give him Lil' Winner from Fred! Fill this trophy-style sippy cup with junior's favorite beverage and let the celebration begin. Made of BPA-free, phthalate-free plastic with removable, spill-proof lid and silicone stopper. Designed by Winsor Pop, Fred Studio. SRP \$12.00



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**Fred® EGG MONSTER™ Bread Cutter** (*here's looking at you, kid!*) Make breakfast scary-good with the Fred Egg Monster bread cutter. Forms a perfectly-shaped toast frame just the right size to fry up an egg. Design by Lauren Hastings, Fred Studio. SRP \$8.00

**Fred® THE COPPER PARTY CUP™ Party Cup** (*a classy twist on a classic cup*). Whether you're serving a Moscow Mule, or straight-up beer, The Copper Party Cup will add panache to your party. Fred's classic-styled cup holds 16 oz of your favorite beverage and is made of copper-plated steel. Designed by Lauren Hastings, Fred Studio. SRP \$16.00



**Fred® "CHEESE LOG™ Knife and Cheese Board** (*the clear-cut choice for chopping and serving*). Channel your inner lumberjack with Fred's Cheese Log knife and solid beechwood board set. A swift swing of the miniature stainless steel axe provides clean-cut cheese slices and efficiently chopped charcuterie. *Timberrrrr!* Design by Kevin Somers and Scott Doty. SRP \$25.00

**Fred® CHEEP EATS™ Bird Feeder** (*curbside service for your birds*). Fred's Cheep Eats feeder is so fly — it's the perfect food-truck pit stop for all the hungry birds in your neighborhood. Ceramic with easy-to-clean steel tray. Design by Carl Mitsch, Fred Studio. SRP \$20.00



**Fred® FUNNY SIDE UP™ Robot Egg Mold** (*make fun robot-shaped eggs!*) The future of breakfast is here! Drop two eggs into Funny Side Up Robot for a breakfast that's out of this world. Made of pure, food-safe silicone. Design by Carl Mitsch, Fred Studio. SRP \$10.00



## Lifetime Brands Expands Savora® Brand

### — New Barware, Cutlery, Cutting Boards, Bowls, & Gadgets Debut —

Chicago, March 2016 – Lifetime Brands, Inc. exhibits a major expansion of its Savora® brand at the International Home + Housewares Show under the leadership of Lifetime Brands, Inc. Group President Bob Varakian. The Savora booth is focusing on four key product categories: 1) kitchen tools and gadgets, 2) bowls, 3) bar tools and accessories, and 4) cutlery and cutting boards, with opportunities to expand the brand into additional categories in the future.

Building up its sleek and stylish collection of tools and gadgets, the Savora **kitchen tools and gadgets** assortment, now includes a variety of carded kitchen items at key price points, including tongs, a can opener, and ice cream scoop, a peeler, a garlic press, and more, retailing for \$6 to \$25. The Savora kitchen tools and gadgets offering has also expanded to include a nylon tool line, a wood tool line, and a stainless steel tool line with items within each line priced at \$6, \$10, and \$13 respectively.



Savora is launching a wide variety of **bowls** to the collection, providing a variety of options for entertaining and everyday living. The bowl grouping, available in a mixture of styles and materials including porcelain, wood, and metal, includes salad bowls, fruit bowls, rice bowls, pasta/cereal bowls, bowl sets, and serving bowls. Prices range from \$20 to \$120.

The Savora wine collection has developed into a full **barware program**, which includes stylish and functional items for entertaining. Perfect for aspiring mixologists and entertaining enthusiasts, the Savora bar collection now includes wine openers and accessories, a sleek ice bucket, coasters, wine racks, wine chillers, a serving tray and more. Savora is also introducing a lever corkscrew set which is ideal for displaying on the bar top. These barware items range in price from \$10 to \$100, make great gifts, and are excellent additions to any kitchen or home bar.



Savora is pleased to build upon its already successful **cutlery** collection with the addition of a hollow handled cutlery line. Made with high-quality Japanese steel, the knives will be available open stock and will be included in two new cutlery block sets. The wood blocks feature metal accents that tie back to the stainless steel cutlery. Prices range from \$15.00 for an open stock paring knife to \$180.00 for a 14-piece cutlery block set.



In addition to cutlery, Savora is adding eight new **cutting boards** in materials such as Acacia, Bamboo, Polypropylene, and Maple. Perfect for prepping and serving, these boards range in size from 8"x10" (\$20) to 14"x20" (\$60). New entertaining items have also been added, including two Acacia cheese board and knife sets, retailing for \$60 and \$100, as well as an Acacia bar board and knife set for \$50.

Varakian said, "Savora covers numerous product categories and the products are designed to utilize a variety of mixed materials. We are committed to a firm requirement of providing outstanding design and superior value, with products positioned for the mid to upper retail channels and price points. We are truly excited about the opportunity to deliver on this promise for this outstanding brand."

With sleek lines and driven by performance, Savora is created for the most discerning of food lovers, yet is available at sensible prices. Savora offers superb quality and exceptional functionality. With arresting curves and alluring colors, Savora blends seamlessly into the utility and aesthetics of the modern kitchen. Eye-catching and exciting, Savora makes a statement embraced by individuals who appreciate design and expect the best when it comes to preparing culinary creations. Savora products are influenced by fashion, nature and architecture, as well as the fluid contours of high-end automobiles.

To see the current Savora collection, visit [www.savorastyle.com](http://www.savorastyle.com).

# KitchenAid® Stainless Steel Mandoline Slicer Set



The **KitchenAid® Stainless Steel Mandoline Slicer** includes a slicing blade and a julienne blade, each with a protective cover. The mandoline features a push button blade cartridge removal for quick and easy switching of blades. A dial adjusts the slicing blade for varied thicknesses and a unique food guide helps keep hands clear of the blades. The food guide and side rails self-align for proper slicing action and even slices. The mandoline's integrated storage system allows for the blade cartridges and food guide to be stored underneath, and the legs to fold in for compact storage. SRP \$99.99

## KitchenAid® Chop & Slice Set



The **KitchenAid® Chop & Slice Set** helps make food preparation a breeze through an easy one-step chop and slice process. The Chop and Slice Set includes three blades cartridges:  $\frac{3}{4}$  inch dicing,  $\frac{3}{8}$  inch dicing and  $\frac{3}{8}$  inch slicing. Featuring a large cutting surface to accommodate larger foods as well as a 3 cup capacity container, this Chop and Slice Set is perfect for slicing and dicing fruits and vegetables of various sizes. The blade cleaner tool helps make clean up easy. The blade cartridges can be stored inside the container when not in use. SRP \$49.99

## KitchenAid® Dish Rack in Aqua Sky



Add a modern burst of color in the kitchen with the **KitchenAid® Dish Rack in Aqua Sky**. This 3-piece dish rack is a heavy duty, yet stylish addition to any kitchen. Satin powder coated wires are a sleek update, and the curved wires along the side of the rack help keep glasses and mugs organized, and help conserve space within the rack for dinnerware. The basket has lots of room for dinnerware and cookware. A detachable flatware caddy for drying flatware attaches to either side of the dish rack. The elevated self-draining board has a wide mouth which helps ensure proper drainage, and the soft nonslip feet help keep this stylish dish rack in place on the countertop. SRP \$49.99

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## Sabatier® Premium Dish Rack with Soft Touch Wire



The **Sabatier® Premium Dish Rack with Soft Touch Wire** provides ease of use and storage for those with space limitations. To protect your dinnerware, the dish rack uses soft touch wire to help prevent scratching while securing everything in place. Three additional caddies are perfect for organizing and separating utensils. For easy, space-reducing storage, the three caddies clip onto the main frame when not in use to keep everything together while it's stored on its side. Its soft, nonslip feet help protect from scratching on countertop surfaces. There are also extra-wide slots to accommodate frying pans, cutting boards, or baking sheets. Accompanied by a stainless steel finish, this slim dish rack will bring a sleek, polished look to any kitchen. SRP \$69.99

## Farberware® Cutting Board Dish Rack Duo

The **Farberware® Cutting Board Dish Rack Duo** is innovative and space-saving. This two-in-one item includes a dish rack that can slide out from the cutting board. To save more space, keep the two pieces together and flip the product onto whichever side you'd like to use. To store, slide the dish rack into the underside of the cutting board to free up valuable counter space. In kitchens where the cabinets hover closely over the countertop, this low profile dish rack makes it easier to load dinnerware onto the rack to dry. The drying rack holds up to four plates with additional drying area for mugs, bowls, and cups in the main frame. The flatware caddy features four drying compartments to rest utensils. The feet on the cutting board have a soft, protective material, to help protect countertops from getting scratched. Its compact profile and multi-functional use makes this new product a must-have solution for those with small kitchens or limited counter space. SRP \$29.99



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# Farberware® Dishwasher Safe Image Cutting Mats



**Farberware® Dishwasher Safe Image Cutting Mats** bring color and pattern into your kitchen while offering the convenience of being dishwasher-safe. These 10"x14" cutting mats are constructed of patent pending, BPA-free material. Perfect for easy storage, these fun and functional cutting mats have a thin profile, yet are durable enough to handle cutting, slicing and chopping. Farberware Dishwasher Safe Image Cutting Mats will help prevent dulling of knife blades. SRP \$4.99 each



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Farberware® brings the charm of the farmers market into the kitchen with a new assortment of weathered look wood knife block sets.

## Farberware® 14-Piece Farmers Market™ Galvanized Rustic Block



The **Farberware® 14 Piece Farmers Market™ Galvanized Rustic Block** features a weathered looking wood block with galvanized metal band accents. This cutlery block set includes an 8" chef knife, 8" bread knife, 8" slicer, 7" Santoku, 5.5" serrated utility knife, 3.5" parer, six (6) steak knives, a kitchen shear, and a weathered look wood block with galvanized metal bands. SRP \$49.99

## Farberware® 14-Piece Farmers Market™ Twisted Rope Wire Rustic Block



The **Farberware® 14 Piece Farmers Market™ Twisted Rope Wire Rustic Block** incorporates twisted rope wire detailing found on popular pantryware items. Featuring a weathered look on honey wood with rustic twisted wire accents, this 14-piece set includes an 8" chef knife, 8" bread knife, 8" slicer, 7" Santoku, 5.5" serrated utility knife, 3.5" parer, six (6) steak knives, a kitchen shear, and a wood block with twisted wire metal accents. SRP \$49.99

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# Farberware® Spiraletti™ Fruit and Vegetable Slicer



The **Farberware® Spiraletti™ Fruit and Vegetable Slicer** is a hand-operated fruit and vegetable slicer that provides a variety of slicing options depending on your culinary needs. Made of a durable, BPA-free plastic, the Spiraletti comes with three versatile stainless steel blades surrounded by protective frames. The three stainless steel blades, which are clearly labeled and color coated, include a *Spiral Blade* (perfect for thick pasta, homemade coleslaw and salads), *Ribbon Cut Blade* (perfect for making long ribbon strands for onion rings and apple slices, etc), and *Thin Spiral Blade* (perfect for thin pasta, garnishes, and hash browns). The Spiraletti is both easy and safe to use, with a special grip connected to the hand crank designed to help ensure that fruits and vegetables stay in place while slicing. It features suction cup feet that stick firmly to smooth countertops to maintain stability while slicing. The Spiraletti includes a built-in storage area to secure and protect the blades when they are not in use. SRP \$24.99

## Farberware® Mandoline Slicer

The **Farberware® Mandoline Slicer** makes healthy food prep easier than ever. The Multi Slicer comes with a variety of slices: V-shape slicer, wave slicer, julienne, and shredder. There are also two optional blades: the fine shredder and two-way fine julienne. Containing a comfortable hand grip, its compact and convenient design helps provide comfort and ease of use with every slice. The food guide also ensures safety when slicing. Catch each slice within the attached plastic container beneath and store the extra blades within the Mandoline Slicer after use. SRP \$19.99



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## Lifetime Brands Introduces Farberware® Edgekeeper™ Cutlery With Self-Sharpening Sheaths

Garden City, NY, February 2016 – Lifetime Brands, Inc., leading global provider of kitchenware, tableware and other products used in the home, introduces patent-pending, self-sharpening cutlery with Edgekeeper™ technology. Farberware®, the most recognized brand in cutlery\*, is the first brand under the Lifetime Brands umbrella to utilize the Edgekeeper™ technology in a line of open stock knives with self-sharpening sheaths.



Each Farberware Edgekeeper™ knife comes with a sheath featuring a built-in knife sharpener that automatically sharpens the blade every time you take it out or put it into the sheath. This means the blade sharpens itself every time you use it, helping to keep the blade sharp and ready for you to cut, mince, slice, and dice.

By simply removing or inserting the knife in the sheath, you are honing the blade's edge, helping to keep it at its optimal sharpness. The blade cover also keeps the blade protected for safe storage when the knife is not in use.

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. We are solving this problem with our Farberware EdgeKeeper™ knives and sheaths because they automatically sharpen the blade with each use."

The self-sharpening mechanism is highlighted in red at the opening of the protective sleeve. The rods are aligned to sharpen the blade at the correct angle, which helps take away the guesswork and makes it easy to keep knives sharp for optimal performance.

-more-

Lifetime Brands is also showing a line of Edgekeeper™ cutting boards with flip up sharpeners that allow the consumer to sharpen their knives right at the cutting board without needing additional tools. The new Edgekeeper™ products are scheduled to ship in the first half of 2016.

Lifetime Brands Group President Bob Varakian noted, "People usually have two complaints when it comes to their cutlery. They feel that their knives don't stay sharp, and secondly, that they don't know how to sharpen their knives. With Edgekeeper™, we created a simple but effective system that addresses both of these issues and does it in an almost effortless manner. And, our Edgekeeper™ cutlery is available at a suggested retail price point that is competitive with knives that don't have this beneficial feature."

Varakian added, "While many people complain that their knives don't stay sharp, a lot of them will admit that they really never even attempt to sharpen them. Our Edgekeeper™ open stock knives work so effortlessly people don't even need to think about it. And our new blocks and boards with built-in sharpeners offer consumers yet another easy way to help them keep their knives sharp."

According to Varakian, "We feel that Edgekeeper™ will be a franchise line for us and we intend to continue to build on it. Lifetime launched its open stock line of Edgekeeper™ products at the 2015 Housewares Show to wide retailer acclaim. Initial sales in fall 2015 were strong and the Company is set to build upon its success with these additional products and innovations."

Select Farberware® Edgekeeper™ open stock knives with self-sharpening sheaths, and cutlery block set with a built-in Edgekeeper™ sharpener are available now. The new Sabatier®, Farberware®, and Reo™ Edgekeeper products are expected to be at retail stores in fall of 2016.

Click on the following link to watch a video that demonstrates Edgekeeper™ open stock cutlery: [https://www.youtube.com/watch?v=CXSR\\_LfGQE](https://www.youtube.com/watch?v=CXSR_LfGQE)

# # #





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## Cut and Serve the Perfect Slice of Cake Every Time With Debbie Meyer CakeCutters™

Chicago, March 2015 - Debbie Meyer® adds even more delight to enjoying cake with her incredibly convenient, patented Debbie Meyer CakeCutters™. Available in two styles (one for round cakes and one for sheet and square cakes), these elegant time saving tools allow you to cut and serve the perfect slice of cake every time. And, Debbie Meyer CakeCutters™ are adjustable, so you can cut cake to the size each guest wants without fingers touching the cake and no first piece cutting disasters.



The Debbie Meyer CakeCutter™ V-shape is designed for use with round cakes, while the Debbie Meyer CakeCutter™ U-shape is for use with sheet and square cakes. Simply place the Debbie Meyer CakeCutter™ on top of the cake and gently press down to slice. Then lightly squeeze the handles together to remove your perfect slice of cake and serve. Guests will be impressed with the ease and fun these unique cake cutters have to offer.

"I created my Debbie Meyer CakeCutters™ to be the perfect solution to a common and frustrating problem. I love cake and wanted to make it possible to cut and serve cakes easily, elegantly, safely and hygienically!" said Debbie Meyer®, world-famous entrepreneur, inventor and media personality.

Debbie Meyer CakeCutters™ are also family friendly; they don't have sharp edges so even kids can use them. Debbie Meyer CakeCutters™ are ideal to use every day and for entertaining, and they also make a great gift!

- more -

Debbie Meyer CakeCutters™ feature a stainless steel cutter with contemporary black handles, are easy to clean, and dishwasher safe. Sold individually, the Debbie Meyer CakeCutter™ V-shape and Debbie Meyer CakeCutter™ U-shape are available for \$14.99 each.



For more information about these products or to schedule an interview with Debbie Meyer®, please contact Lisa Lochner ([lisa.lochner@lifetimebrands.com](mailto:lisa.lochner@lifetimebrands.com); 516-740-6723 office, or 516-587-0138 mobile).



### **About Debbie Meyer**

Debbie Meyer has been successfully appearing on TV, and selling her patented and proprietary inventions for over 15 years, including her global sensation, the Debbie Meyer® GreenBags®,. Debbie Meyer has turned her wealth of knowledge and answers to everyday problems into patented inventions, and tangible solutions. The Debbie Meyer brand is highly successful in the United States, and internationally, and her ever-increasing array of products is rapidly expanding into wide retail distribution. Debbie Meyer is a featured brand on HSN, where she appears regularly, and she also appears as a guest on national TV, syndicated radio and as a keynote and featured speaker.

### **About Lifetime Brands, Inc.**

Lifetime Brands is a leading global provider of kitchenware, tableware and other products used in the home. In addition to distributing Debbie Meyer® products, the Company markets its products under such well-known kitchenware brands as Farberware®, KitchenAid®, Cuisine de France®, Fred® & Friends, Guy Fieri®, Kitchen Craft®, Kizmos™, Misto®, Mossy Oak®, Pedrini®, Sabatier®, Savora™ and Vasconia®; respected tableware brands such as Mikasa®, Pfaltzgraff®, Creative Tops®, Gorham®, International® Silver, Kirk Stieff®, Sasaki®, Towle® Silversmiths, Tuttle®, Wallace®, V&A® and Royal Botanic Gardens Kew®; and home solutions brands, including Kamenstein®, Bombay®, BUILT®, and Design for Living™. The Company also provides exclusive private label products to leading retailers worldwide. The Company's corporate website is [www.lifetimebrands.com](http://www.lifetimebrands.com).

## Debbie Meyer® GreenBags®



**Debbie Meyer® GreenBags®** help preserve the freshness and are proven to prolong the life of fruits and vegetables. Made with a natural mineral that creates a beneficial storage environment to extend the life of produce, and food grade polyethylene, Debbie Meyer GreenBags are BPA-free. Each of these revolutionary storage bags is gusseted for maximum capacity and is reusable 8 to 10 times. Debbie Meyer GreenBags are made in the USA. Debbie Meyer® GreenBags® are available as a 20-piece set (MSRP \$9.99), a 12-piece set (MSRP \$5.99), a 10-piece set (MSRP \$5.99) or an 8-piece set (MSRP \$5.99).

## Debbie Meyer GreenBoxes™



**Debbie Meyer GreenBoxes™** help preserve the freshness and prolong the life of fruits, vegetables, baked goods and snacks. These revolutionary storage boxes provide an innovative storage system that was shown in independent laboratory tests to help extend the life of all types of fresh produce, baked goods and snacks. Stackable and nestable, Debbie Meyer GreenBoxes™ are microwave and dishwasher safe, BPA-free, and are made in the USA. Debbie Meyer GreenBoxes™ are available as a 32-piece set (MSRP \$19.99).

## Debbie Meyer Grilling Bags™



**Debbie Meyer Grilling Bags™** are perfect for cooking on the barbecue or in the oven. They help lock in flavor, avoid cross contamination, prevent burning food on the grill, and keep the grill and oven clean. Debbie Meyer Grilling Bags can also be used on griddles and hot plates. Debbie Meyer Grilling Bags™ are available as a set of four bags (8.3x11.8-inches) MSRP \$6.99.



# Debbie Meyer Oven Bags™



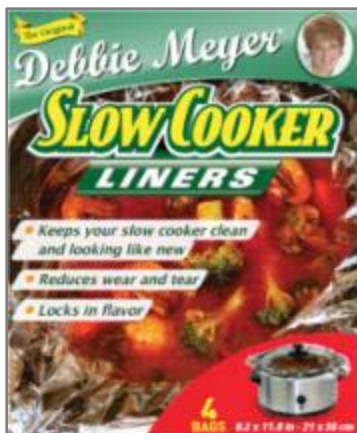
**Debbie Meyer OvenBags™** help your oven stay clean while you cook poultry, meat, fish and vegetables. Perfect for cooking, marinating, storing and reheating food, Debbie Meyer OvenBags™ create a self-basting environment that helps keep food moist and succulent. Safe for use in the oven, microwave, and freezer, Debbie Meyer OvenBags™ reduce cooking time, save energy, and help you cook healthier since no added oil or fat is required. Debbie Meyer OvenBags™ are available as an 8-piece set (MSRP \$2.99), a 5-piece set (MSRP \$2.99), or a set of 2 giant bags (MSRP \$2.99).

## Debbie Meyer Microwave Steamer Bags™



**Debbie Meyer Microwave Steamer Bags™** help you prepare delicious and nutritious vegetables and fish in minutes. Cook fast in the perforated Debbie Meyer Microwave Steamer Bags™ while locking in flavor and not leaving a mess in your microwave. With no added oil or fat needed, you can now enjoy vegetables and fish in their purest form. Available as a set of ten bags (9.8"x11.8") MSRP \$2.99.

## Debbie Meyer Slow Cooker Liners™



**Debbie Meyer Slow Cooker Liners™** keep your slow cooker cleaner, reduce wear and tear, lock in flavor, and make clean up easy. Simply remove the slow cooker lid, open the liner, fold it over the opening of the slow cooker and place it inside the slow cooker dish. Fit the liner so it covers the bottom of the slow cooker dish and you are ready to cook! Debbie Meyer Slow Cooker Liners™ fit most slow cooker sizes and are available as a set of four liners (11.8x21-inches) MSRP \$2.99.



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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 such well-known kitchenware brands as Farberware®, KitchenAid®, Cuisine de France®, Fred® & Friends, Guy Fieri®, Kitchen Craft®, Kizmos™, Misto®, Mossy Oak®, Pedrini®, Sabatier®, Savora™ and Vasconia®; respected tableware brands such as Mikasa®, Pfaltzgraff®, Creative Tops®, Gorham®, International® Silver, Kirk Stieff®, Sasaki®, Towle® Silversmiths, Tuttle®, Wallace®, V&A® and Royal Botanic Gardens Kew®; and home solutions brands, including Kamenstein®, Bombay®, BUILT®, Debbie Meyer® and Design for Living™. The Company also provides exclusive private label products to leading retailers worldwide. The Company's corporate website is [www.lifetimebrands.com](http://www.lifetimebrands.com).

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