



Media Contact:

Lisa Lochner

[lisa.lochner@lifetimebrands.com](mailto:lisa.lochner@lifetimebrands.com)

516-740-6723

## 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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