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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.