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

Garden City, NY, August 2016 — Lifetime Brands, Inc. introduces **Fillables™** bakeware under its **Baker's Advantage®** brand. The patent-pending "Fillables™" bakeware collection features cake pans that help home bakers easily create "treat-filled" desserts. The collection includes eight different 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 everyone in an affordably-priced bakeware collection."



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 pan, a fluted heart 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.

Each 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, fruit, candy, frosting, nuts, etc. 2) the second pan in the set creates the top-half of the fillable cake to hide the surprise fillings. An added bonus is that the consumer can just use the top pan alone if they want to create a conventional cake.



Crafted from heavy-gauge nonstick stainless steel, the baking pans have a scalloped shape that helps guide the consumer where to cut the cake around the filling, creating a slice of cake that contains a hidden filling surprise in each portion. Each set comes with a recipe booklet that provides helpful tips for using the products. Videos about the Fillables bakeware are also available. For more information go to www.fillablesbybakersadvantage.com.