



COOK WITH SIZZLE

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SAVORA TAKES HOME TWO TOP AWARDS FROM NY NOW SHOW

Chicago, March 2015 - Lifetime Brands, Inc. is honored to announce that Savora, its line of high-style, high-function culinary tools and gadgets, has recently earned two prestigious awards: Best New Product in Kitchen Preparation for the Savora Berry Colander from NY Now, and Best in Show for Gourmet Housewares from the International Furnishings and Design Association. The Reo Garlic Shredder, another Lifetime Brands product, was also a finalist from NY Now.

“The Savora brand offers products with an effortless blend of form and function, blending usability with sophistication and eye-catching design,” said Sid Ramnarace, Vice President of Global Brand Integration at Lifetime Brands, Inc., who leads the Savora design and engineering team. “We are honored to receive these awards, which illustrate how Savora products make a statement in the kitchen with their commitment to refinement, quality and functional grace.”

NY Now’s Tabletop + Gourmet Housewares Best New Product Awards recognize the leading edge of design and function in each product category, analyzing product performance and an adaptability to home cooking and entertaining. NY Now recognized the Savora Berry Colander, with its quality stainless steel body and stunning, baked-on finish, as Best New Product in the Kitchen Preparation category. Dishwasher safe, the Savora Berry Colander’s cast metal handles are designed for strength and comfort, and the spiral-pattern drainage holes make for easy straining. The [Savora Berry Colander](#) retails for \$19.99.

The Reo Garlic Shredder, a new culinary gadget line from Lifetime Brands, was a finalist in the Kitchen Preparation category by NY Now. The Reo Garlic Shredder offers a fresh, new approach to preparing garlic. The textured blue top lets you smash heads of garlic into cloves and then smash again to remove the skins. Once the skins are removed, split the shredder in half and load the cloves into the clear base; snap the shredder back together and shear the garlic into pieces with just a few twists. The Reo Garlic Shredder is designed to ensure you get the most usable garlic from the chamber, and also allows you to store unused garlic cloves inside the shredder by popping off the blue top and sealing them in the storage chamber for future use. The [Reo Garlic Shredder](#) retails for \$9.99.

At the NY Now show, Savora was also selected as Best in Show for Gourmet Housewares from the International Furnishings and Design Association because of the brand’s commitment to quality, functionality and overall impressive design. During the past year alone, Savora has introduced several new products that have won awards in their own right, including the [Savora Colander](#). To see the rest of the Savora collection, visit www.savorastyle.com.

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ABOUT LIFETIME BRANDS

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 website is www.lifetimebrands.com
