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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.



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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.

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's corporate website is www.lifetimebrands.com.

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