

NOT FOR EXTERNAL USE

TYPHOON[®]

Homewares

SPOTTED

SUMMER/FALL 2017



WELCOME TO TYPHOON HOMEWARES - SPOTTED!

Your one-stop resource for all the exciting news from Typhoon Homewares.

We hope you've all had a great summer! While we're entering fall, the sunny days are going to start to dwindle but there's still exciting times for us ahead! There's a host of new products hitting the US in the next few months. In this issue of Spotted you'll find:

1. HOT PRODUCTS

It's back to school for a lot of people (big and small) at this time of year, so we'll be highlighting a few items we think are perfect for that. There's also a selection of brand new items we know are going to be popular, as well as core items that are perfect for those autumnal days ahead.

Of particular note is the new Typhoon Homewares brand: Viners! Producers of high quality cutlery and flatware, they make an excellent addition to our Family of British Brands.

2. COVERAGE

With so many new items, it's great to see so much coverage for Typhoon Homewares Brands! We've highlighted some of the more significant items for you.

3. WHAT'S NEW?

It's a bustling time of year for us at Typhoon Homewares, with trade shows and more keeping us busy.

Enjoy!

The Typhoon Homewares Team

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H o m e w a r e s



**1.
HOT PRODUCTS**



Whether people are working or heading off to college this fall, chances are they'll be eating lunch on the go at some point. Luckily, Kilner® have a great selection of items that are practical and stylish ways to enjoy healthy food on the move.

The BRAND NEW Kilner® Make and Take sets make tasty food on the go easier than ever! The classic Kilner® Clip Top Jar keeps food fresh, while the stylish neoprene pouch keeps everything secure and protected for you to enjoy. Make at home, take wherever you go!



Kilner®'s Food On The Go Jar is ideal for packed lunches. The handy stainless steel pot is perfect for sauces and condiments, while keeping the contents dry and fresh until they're ready to be drizzled on.

The Kilner® Snack On The Go Jar's smaller size makes it perfect for storing snacks. It's a great way for parents to plan their kid's after school snacks: just prep, label and store,. They'll be fresh and tasty when the hungry mouths arrive!



The Original
MASON CASH[®]
Est. England 1800



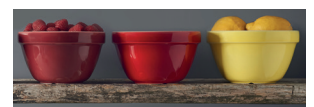
Fall is a great time of year for Mason Cash. With the summer and fall harvests intersecting, it gives bakers a huge variety of produce to work with, and Mason Cash has plenty of amazing products to help them out!

The much loved Mason Cash In The Forest collection is growing strong! Following the successful launch of the In The Forest Mixing Bowls and All Purpose Bowls, the collection is now expanding to include a selection of food preparation, kitchen storage and ovenware.



The ever popular Color Mix Bowls come in a variety of hues that are perfect for reflecting the colors of fall.

The Color Mix range now includes Batter Bowls, giving customers an even greater ability to have high quality Mason Cash items in their favorite colors.



TYPHOON®

Copper hues are all the rage right now, and fit perfectly into fall. With their warming metallic tones contrasted with a crisp cream, the new Vintage Copper range is ideal for any interior.



Price & Kensington®
RICH IN POTTERY HERITAGE • SINCE 1896

While brighter colors might have been all the rage during the summer, in fall it's time to shift to something subtler. Thankfully the Brights Teapots range also includes some gorgeous shades that are perfect for brewing something warm and cozy during the colder months ahead.



VINERS

ESTABLISHED 1908

Introducing Viners

With over a century of experience as silversmiths and flatware producers, Viners are the most recognizable cutlery and flatware brand in the UK. Now available for the first time in the USA, they make a welcome addition to our Family of British Brands.

Available now, the Titan Knives' high quality blades and stylish finishes (available in copper, gold, and black) make them ideal gifts or as preparation for all of the big meals coming up in the fall and winter months.



Viners will be introducing many more products and collections to the US market over the next few months, from the iconic Studio Collection, to the nominated-for excellence Eternal Knives Collection. Watch this space!



2.

COVERAGE

Digital Press: Food52 "The Iconic Mixing Bowls Loved by the Great British Bake Off"

The award winning culinary e-magazine and retailer Food52 has written a great blog post highlighting the heritage and prominence of Mason Cash bowls.

FOOD52

HOME & DESIGN | ESSENTIAL TOOLS | MAKERS | THE SHOP

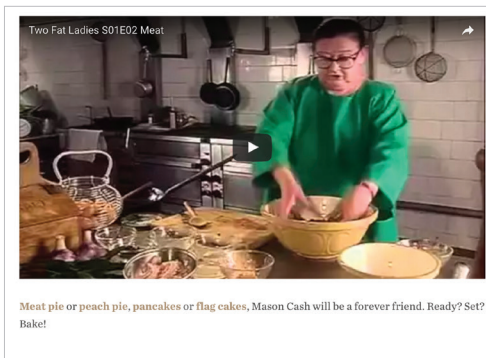
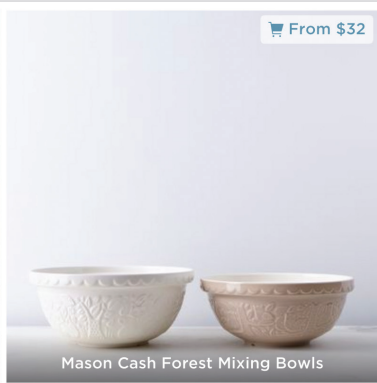
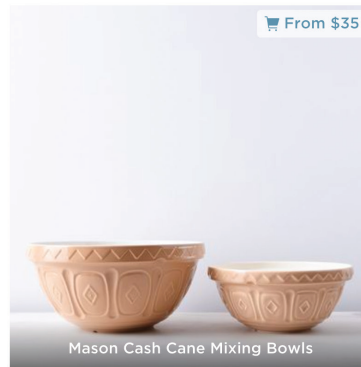
The Iconic Mixing Bowls Loved by the Great British Bake Off

by Olivia Bloom • July 6, 2017 • 9 Comments

3 + SAVE

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There's plenty of room for the newfangled and the novel in this world, but in our kitchens, we most often turn to the stalwarts and 'ole standbys. In other words, the classics. **Mason Cash** is one of those iconic brands we're proud to **carry in our Shop** and keep on our countertops and in our cabinets. Originating in the UK, the Mason Cash name and their earthenware bowls have been sought after and beloved by home cooks everywhere for the last 200 years.



Facebook: **Food52 "Jars that spiralize, grate, and juice, too? We're in."**

Food52 have also been showing their love for the Kilner® Create & Make range with an awesome video on their social media pages. With close to 1 million followers, this is some great exposure!

facebook




52 Food52
17 July at 08:00 · €


Jars that spiralize, grate, and juice, too? We're in.
NEW IN THE SHOP → <http://f52.co/2urp0Yh>

58k Views
635 Likes 43 Comments 176 Shares

Share



These aren't your average glass jars.



Kitchen Tool & Storage Jar Set

Waiting for you in the Food52 shop

E-magazine: **"Gourmet Business Holiday Gift Guide 2017" – Kilner Make & Take**

Gourmet Business have featured the new Kilner® Make & Take range in their Holiday Gift Guide.



Make and Take Jar Sets
From Kilner (Typhoon Homewares)
www.typhoonhomewares.com

Keeping food fresh and tasty on the go has never been easier with the Kilner® Make and Take set. Kilner® Clip Top Jars are ideal for keeping salads, fruit, and oats fresh throughout the day, while the neoprene pouch keeps your jar secure and protected throughout the day. Available in 17-ounce and 34-ounce sizes. Each set contains 1 Kilner® Clip Top Jar, 1 Stainless steel Viners Spork, 1 Neoprene bag. Make at home and take wherever you go.

MSRP \$15.00 17-ounce, \$20.00 34-ounce



Digital Press: **Jade Magazine "Terrific Lunch Products"**

Jade magazine have featured the Kilner® Food On The Go sets as part of their break down of Terrific Lunch Products.



Digital Press: **North West Arkansas Democrat Gazette "Gadgets and Gizmos"**

A great review of the Kilner® Butter Churner!

NORTHWEST ARKANSAS Democrat Gazette

Gadgets & Gizmos

By Lucy Turnipseed Arkansas Democrat-Gazette
Posted: July 19, 2017 at 2:01 a.m.



Credit: Special to the Democrat-Gazette
Kilner Butter Churner

Excellence in Housewares Awards – Viners Eternal Knives

Viners Eternal Knives have reached the finals of the Excellence in Housewares Awards – Cutting Edge Category. A world renowned celebration of houseware products, we should know if we're the winners on October 4th!



Digital Press: Viners' entry into the US Market.

Leading trade news outlets Homeworld Business, Gourmet Insider and HFN Digital have all featured the news of Viners' entry into the US market on their homepages. It's great to see them as excited about it as we are!

GOURMET
insider

HFN
THE TOTAL HOME RESOURCE FOR RETAIL DECISION MAKERS

U.K. Flatware Brand Heads to the U.S. Market

Typhoon Housewares will preview the Viners line at Atlanta Market next month

July 5, 2017, Andrea Lillo



Several Viners products

NEW YORK—Typhoon Housewares, the U.S. division of U.K.-based Rayware Group, will bring over another U.K. brand from across the pond: Viners, a flatware and cutlery brand that began in the early 1900s.

Viners "is bridal, it's aspirational," said Ryan Murphy, business development manager, [Typhoon Housewares](#). "It fits into the brand." Viners will be the fifth Rayware brand to be available in the U.S. market; the others are Typhoon, Mason Cash, Kilner, and Price and Kensington. Typhoon Housewares will preview the line at the Atlanta International Gift & Home Furnishings Market later this month.

Typhoon Housewares had to tweak the Viners lines, as Americans like a larger teaspoon, Murphy said, as well as an additional salad fork, requiring a 20-piece flatware set instead of 16 pieces. Made of 18/10 stainless steel, the flatware comes with a 15-year guarantee, he said. The full-tang cutlery is made of German steel and has a handle that is polished to look like wood. It has a 25-year guarantee.

Typhoon is experiencing a period of growth, he said. "We're expanding our assortments, our brands, maybe even our showrooms." Typhoon Housewares wants to be as strong in the U.S. as it is in the U.K., Murphy said.

In addition, Kilner's create-and-make products—such as the spiralizer jar, the coffee grinder and the grater—"are hot, hot, hot" right now for Typhoon, he added.

HOMEWORLD
BUSINESS

Typhoon Brings Viners Cutlery To The U.S. Market

BY LAUREN DE BELLS ON JULY 26, 2017

GADGET & KITCHEN TOC



Typhoon's Viners Titan Knife Block

Typhoon Housewares has introduced Viners, a British manufacturer of cutlery U.S. market.



3.
WHAT'S NEW?



RECENT TRADE SHOWS

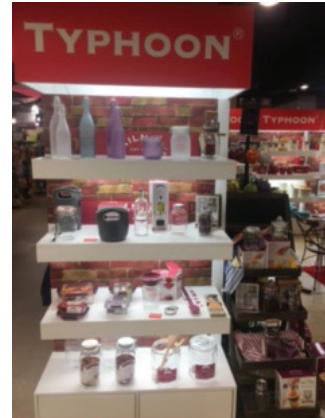
We've been busy!

AmericasMart Atlanta July 2017



As one of the largest housewares tradeshows in the world, AmericasMart Atlanta, and the Atlanta Gift Market is always an intense experience for our team.

They were certainly up to the challenge this year, with some amazing displays of our newest products attracting visitors from all across the show. They came for the displays, but stayed for the fantastic array of new products across our entire Brand.



OTHER SHOWS WE'VE ATTENDED

United Hardwares 28th - 30th July
Minneapolis Mart 4th - 8th August

UPCOMING TRADE SHOWS

We will soon be attending:

Dallas Market Center (Sept 7th - 9th)
Hy-Vee Show (Sept 13th)
LA Fall Market & Gift Show (Sept 24th - 26th)
True Fall Reunion (Sept 25th - 26th)
Minneapolis Mart (Oct 8th - 10th)
Do it Best Market (Oct 13th)
New York Tabletop Show (Oct 17th - 20th)



TYPHOON®
H o m e w a r e s

TYPHOON AROUND THE WORLD

We've got a great selection of store displays from around the world to inspire you!

Remember, if you see a great display when you're on the road, send it over to us!



Kilner®
– Takishimaya,
Singapore
Looking fresh and
bright in Singapore.

Typhoon
– City Super, Taiwan
It's hard to miss the
gorgeous colors.



Kilner® –
Howard's Storage World, Australia
Things are looking good down under.





Kilner® – House of Fraser, London
Practically a mountain of goodies!



Price & Kensington – Kitchenmonger, UK
Loving the giant teapot!



Taste of Britain – Atlanta
It doesn't get much more British than Mason Cash!



Tang's – Singapore
Kilner® helps people Create & Make all over the world!

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— SUMMER/FALL 2017 —

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