

TYPHOON[®]

H o m e w a r e s



SPOTTED

— WINTER 2018 —

WELCOME TO TYPHOON HOMEWARES - SPOTTED!

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

We've had a really busy start to the year here at Typhoon Homewares, with the launch of all our brand new products and various tradeshow that we've been attending. In this issue of Spotted you'll find:

1. HOT PRODUCTS

We'd like to introduce some of our amazing new products that we've launched this Spring/Summer 2018 season.

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 bursting time of year for us at Typhoon Homewares, with trade shows and more keeping us busy.

Enjoy!
The Typhoon Homewares Team

TYPHOON[®]
H o m e w a r e s



1.
HOT PRODUCTS

ENGLAND

MASON CASH

EST.



1800



This season the much loved In The Forest range has continued to grow with brand new table top items, which are sure to make a statement on any kitchen table. The Honey Pot, complete with a wooden drizzler is ideal for storing and serving honey, whilst the Teapot and Creamer Jug are perfect for serving afternoon tea. Each new item complements the popular mixing bowls and are all intricately embossed with 19th century folktales finished in a natural tone.



VINERS

ESTABLISHED 1908

With the successful launch of the Eternal Cutlery last season, we decided to freshen up the range with a brand new design. The handle has a stylish and chic marble effect design, which is a must have trend for your kitchen. The German steel blades contain a higher than average carbon content, making the blade stronger, and the cutting edge longer-lasting. The curved handle has been ergonomically designed to provide optimum comfort during use.



TYPHOON®



Typhoon's Modern Kitchen Range brings a glamorous touch to the kitchen. The brand new range includes multi-use storage in a variety of sizes and features an airtight seal to ensure contents stays fresh, utensils, and a range of serving boards ideal for serving up freshly baked treats to family and friends.

The Living Range is not only practical but looks beautiful with the soft pastel colors of cream, blue and putty. The much loved range has now been extended to include co-ordinating utensils, additional cookie storage and utensil pots, as well as a stove top kettle, meaning you can extend the peaceful hue throughout the kitchen.





The brand new Kilner® Measure & Store Range provides an innovative solution for measuring requirements. Uniquely designed to fit into a Kilner® Clip Top Jar lid and neck, these space saving and easy to use silicone cups are great for measuring ingredients for baking and are practical for portion control. If this product isn't already handy enough, we've even added embossed volume measurements on each cup!



Kombucha is becoming an increasingly popular beverage of choice due to its wealth of vitamins, antioxidants and probiotics. The brand new Kilner® Kombucha Set makes it easy to create and store this delicious culture rich sweetened tea at home. The set includes a 102 fl oz Drinks Dispenser with a tap making it perfect for serving your freshly brewed kombucha.

A photograph of a glass Kilner jar filled with spiralized vegetables, including zucchini, carrots, and purple cabbage. The jar has a stainless steel lid with a funnel on top. In the foreground, the jar's lid is shown with the 'KILNER EST 1842' logo. To the left, a small white bowl contains a salad of spiralized vegetables. The background is a plain, light-colored wall.

2. COVERAGE

PRESS

Trade Press: Progressive Housewares

features an array of Kilner® and Viners products **Circulation: 3.500**

Val Cryne, director, Hebden Cook & Coffee Co., Hebden Bridge
A small cookshop and tea and coffee outlet in the market town of Hebden Bridge. The shop offers Taylor's of Harrogate coffee and tea, with coffee ground to individual customers' requirements.

MasterClass Cake Tins from KitchenCraft	People are already starting to think about baking cakes for the festive season.
Kilner Jars from Rayware	Customers will soon be making Christmas gifts such as jams and chutneys.
Aprons from Thomas Joseph	These are being bought as gifts, with our best seller the black Labrador design.
Stellar and Judge Pans from Horwood	We have a special offer on at the moment and the pans are flying out.
Bone China Mugs from Dunoon	We are doing particularly well with the Glencoe mugs. Customers love to stand and read the information on them. We have got our Christmas order in.
Eco Scrubbers from CKS	They do what they say and have many uses in the kitchen including cleaning vegetables. They definitely encourage repeat business.

Below: Add some fun to 'tea time' with Bone China Mugs from Dunoon - stocking them anyone?



Right: Whether it's making jam, chutney or storing mulled-wine for winter celebrations - Rayware's Kilner Jars are all you need.



Socially speaking

"There has been a surge in the popularity of making meals from scratch as consumers strive to know what's in their food," says Jo Booth, senior brand manager at Kilner.

"Batch cooking, food prep and clean eating are huge topics of conversation, especially across social media channels, with popular figures such as Joe Wicks experiencing a growing number of followers which is helping to get the message across to the masses.

"At Kilner, we encourage people to create and make their own food through our range of glass jar based products. Glass doesn't stain or absorb odours and is easy to clean, plus, making and storing homemade food in a Kilner jar also makes it easy to turn it into a thoughtful gift.

The giver simply needs to add a handwritten note and a ribbon."




As healthy eating becomes more popular in the home of the future the Kilner® Fermentation Set is the perfect solution for any health conscious foodies. Kilner's Fermentation Set is the easy way to create your own delicious, fermented foods, packed with vitamins, minerals and probiotics. Perfect for creating low carb diets of sauerkraut, kimchi, pickles and much more, making your own fermented foods is straightforward with our kit, just add your favourite vegetables, water and salt.

Kilner
 Tel: 0151 486 1888
 E-mail: sales@rayware.co.uk
 Web: www.rayware.co.uk



The blades have a carbon composite, plus include features such as 'Saber' and 'Sharp' which make cutting comfortable at any angle. Add them to the other 100+ pieces which make up the complete set and you have a professional quality kitchen set that is designed to last. The set is made from high quality stainless steel, featuring the technical features of the product. The blades are made using the most advanced technology, making the most of the steel's natural strength.

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 Web: www.rayware.co.uk

The blades of these Eternal Knives contain a higher carbon content, which makes the blade stronger, with a longer lasting cutting edge. Made from quality stainless steel, the handle has a beautiful wood effect design, which brings style to these knives whilst preventing deterioration during washing. The taper ground blades maintain their sharp cutting edge, whilst the curved handle has been specially designed to provide optimum comfort during use.

Rayware - Viners
 Tel: 0151 486 1888
 E-mail: sales@rayware.co.uk
 Web: www.rayware.co.uk

The Kilner® Butter Churner offers everyone an easy way to make their own homemade butter and makes a stylish addition to any kitchen. Simply place whiggery or double cream into the butter churner, turn the handle and in an little as ten minutes you can enjoy fresh and delicious, tasting butter!

Rayware - Kilner
 Tel: 0151 486 1888
 E-mail: sales@rayware.co.uk
 Web: www.rayware.co.uk



KOMBUCHA KARMA

The fermented tippie of the moment, kombucha tea is crammed with vitamins, minerals, enzymes, and organic acids that can aid digestion, boost energy, and strengthen the immune system. And you get added happy feels when you make the whole damn thing yourself.

£40, available soon from Bed, Bath and Beyond




Online: **W42ST Magazine**

Featuring the Kilner® Kombucha Drinks Making Set, and highlighting the health benefits of homemade kombucha!

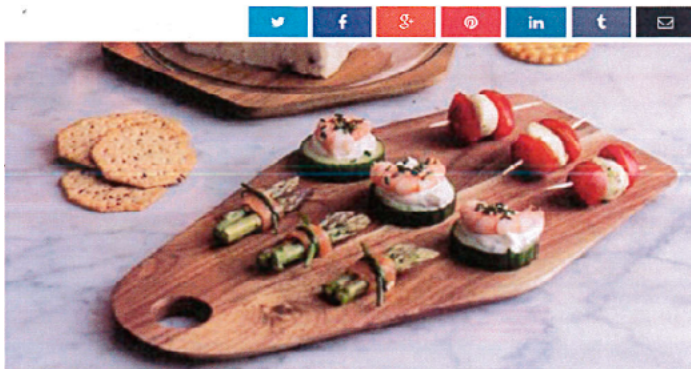


Press: **Gourmet Insider Magazine**

Featuring great Mason Cash and Kilner® displays at the Delaney & Lowe store.

Typhoon Introduces Modern Kitchen Collection

BY LAUREN DE BELLIS ON JANUARY 9, 2018 GADGET & KITCHEN TOOLS, KITCHENWARE, WEB BRIEFS



Typhoon has introduced the Modern Kitchen collection of housewares. The new collection features **storage** canisters, serving boards and utensils in hexagonal shapes with accents of gold.

The multi-use Modern Kitchen **storage** range features a warm hued acacia wooden lid and gold finish in a variety of sizes. The **storage** canisters are designed for use on kitchen countertops. The airtight seal of each canister ensures contents stay fresh, the company said.

The collection also includes kitchen serving utensils and serving boards made of acacia wood. The boards have hexagonal shapes.

The new collection will be available this spring/summer and will have a suggested retail price range of \$7 to \$40.



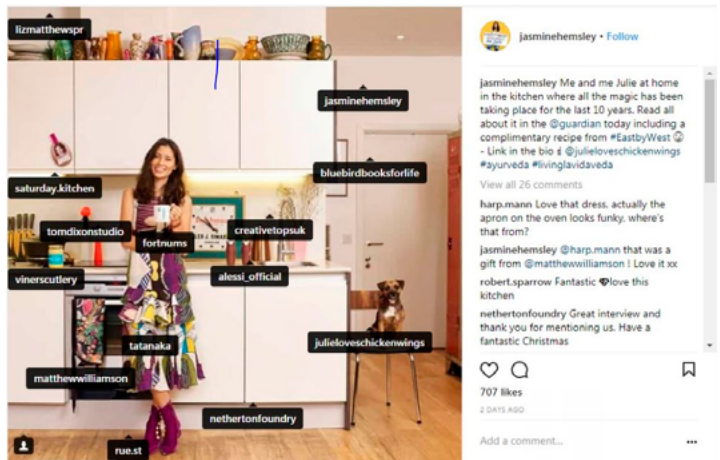
Press: **The Telegraph**

Our Kilner® Jar Juicer Set highlighted in The Telegraph's Lazy Weekend feature



Press: **The Telegraph**

Our Viners Titan Gold knives have a spot in Jasmine Hemsley's Kitchen.



ONLINE



Facebook: **Tastemade**

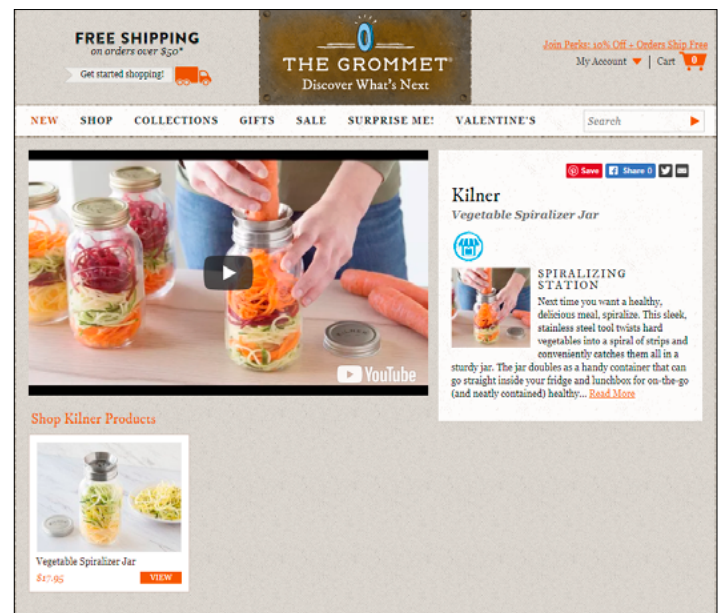
Instagram Story: **Peroni Snc**

Our Kilner® fermentation was used in a live fermentation demonstration at the Italy based cook shop.

Instagram following **7484K**

Tastemade have used the Kilner® Spiralizer Set to make delicious zoodles. The video has had 2.3M views, what amazing coverage for Kilner!

Video views 2.3M, Facebook following 28.8M.



Online: **The Grommet**

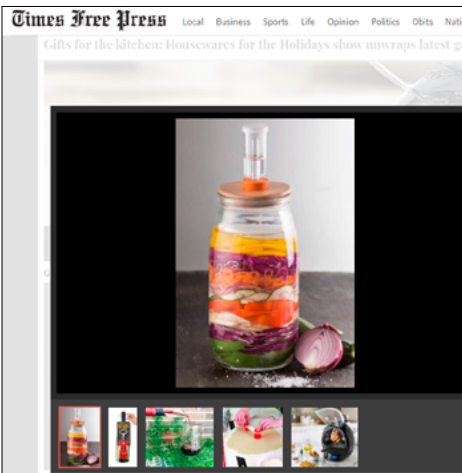
The Kilner® Spiralizer has been selected to be sold on The Grommet, this is a great exposure for us as only 3% of products reviewed by The Grommet are selected!



It was really easy to make my homemade butter. You can follow the manufacturer's instructions to make it, but the process in my Kilner churn is super-basic. You pour in 10 ounces of room-temperature heavy cream. Then you turn the crank for about 10-15 minutes. First the cream turns foamy, then it changes to a lightly whipped cream, then... when it seems like it's not working... it turns thick and the crank gets harder to turn. You keep going beyond this point and then MAGIC HAPPENS. The crank suddenly gets easy to turn and the buttermilk separates from the butter. You then take your butter and rinse and knead it a tiny bit in cold water and then you're set to go!

Blog: We Are All Magic

The New York based blog has featured the Kilner® Butter Churner in their "How To" tutorial. The video has had over 15,000 views, what great coverage!



» **Kilner Fermentation Set.** The continuing popularity of the farm-to-table movement has sparked a new trend in the culinary world that has housewares company Typhoon Homeware flooding the market with items that allow cooks to get back to the basics, such as its new fermentation set. The company predicts it will be a top-seller, so don't wait till the last minute if the cook on your list is one who follows the do-it-yourself trend, a movement that company spokesman Ryan Murphy says is popular among millennials.

Pottery crocks have been used for centuries to make sauerkraut, kimche, pickles and other foods that require fermentation, but there are some drawbacks to the opaque containers. Topping that list is the fact you can't see what's happening. The Kilner fermentation vessel is made of glass so you can witness the fermentation process in action. Plus, there's a glass valve on top "that lets the bad gases out and keeps the good stuff in without having to open the lid," Murphy notes.

Price: \$30.

Buy it at: www.bedbathandbeyond.com or amazon.com.

Online: Times Free Press

Our very own Ryan Murphy highlighting the key features and benefits of our Kilner® fermentation set.



Facebook: The Gypsy Cowgirl

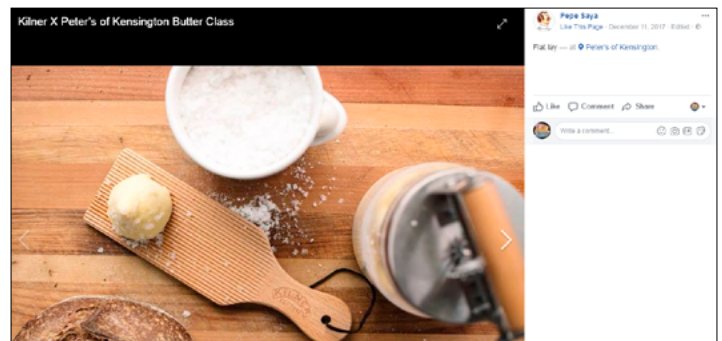
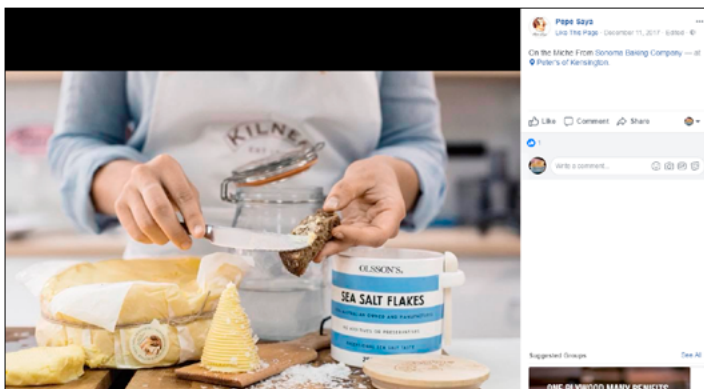
California based has posted a great review about our Kilner® Fermentation Set. She regularly holds pickling workshops so she certainly knows what she's talking about!

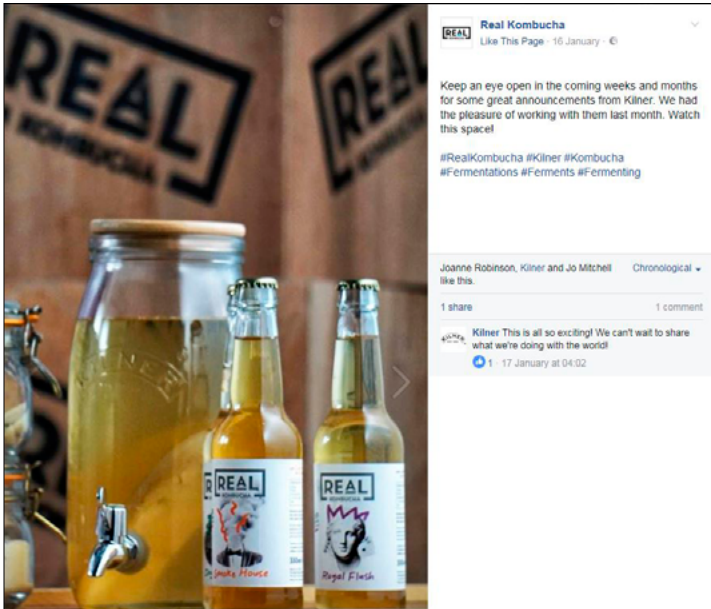
Facebook followers: 1,969

Facebook: **Pepe Saya**

Famous Australian Butter brand, Pepe Saya used our Kilner® Butter Churner, Butter Paddles, and Shake & Make in their butter masterclass held at Peters of Kensington.

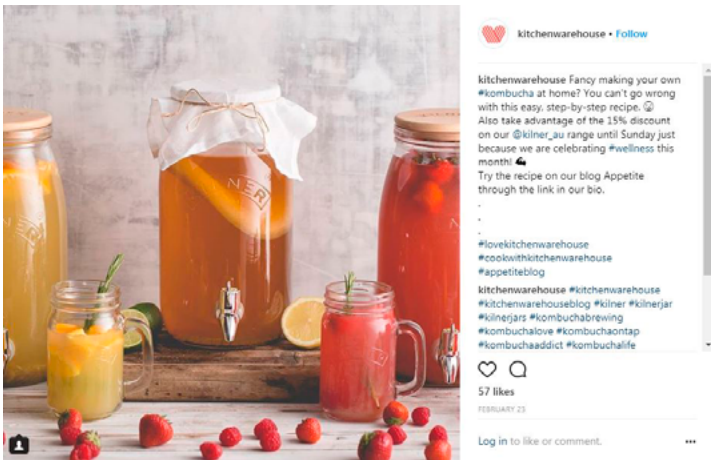
18,084 followers





Instagram: **The Real Kombucha UK**

Kilner® have teamed up with the Real Kombucha UK for an exciting new project, Watch this space!



Instagram: **Kitchen Warehouse**

Featuring our Kilner® Kombucha Drinks Set with some lovely imagery.

Instagram following: **5,802**

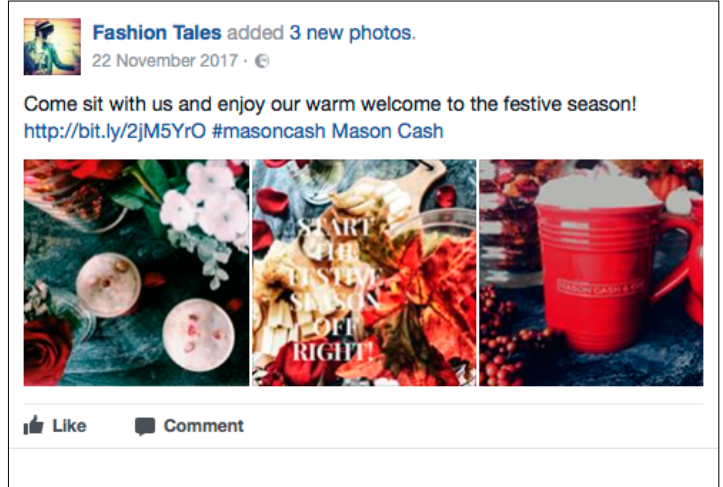
Instagram: **Fannys World**

Dubai based food and lifestyle blogger has used our Kilner® Handled Jar to serve up her delicious looking strawberry & white chocolate milkshake!

Instagram following: **31.1K**

Instagram: **Kitchen Warehouse**

Kilner® Preserve Jar featured in Kitchen Warehouse's delicious homemade sugar-free blueberry jam recipe



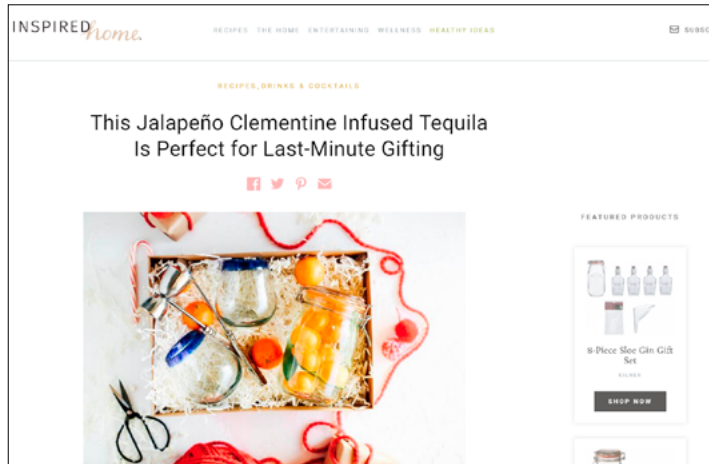
Blog: **Fashion Tales**

Fashion Tales have written blog post featuring the Mason Cash Serving Board and Original Collection Red Mug with some great imagery.



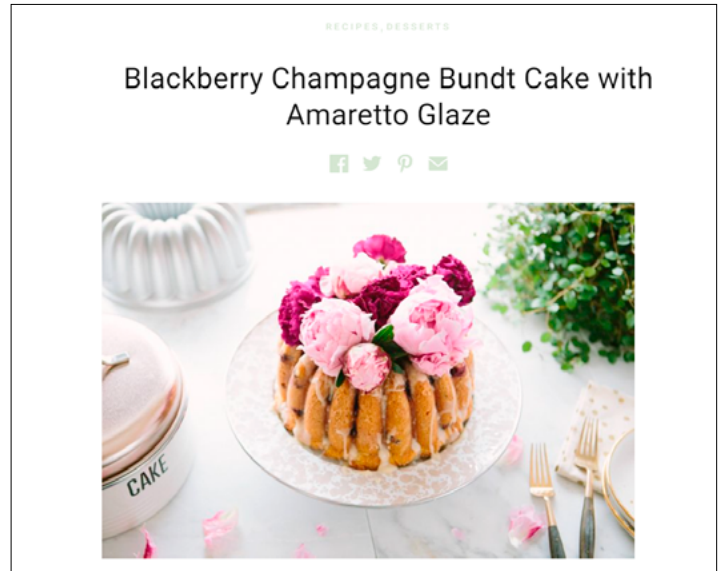
Blog: **The Inspired Home**

The Kilner® Sole Gin Set and Clip Top Jars featured in Inspired Home's Holidays Gifting Guide blog. Not sure how we feel about jalapeno clementine infused Tequila though!



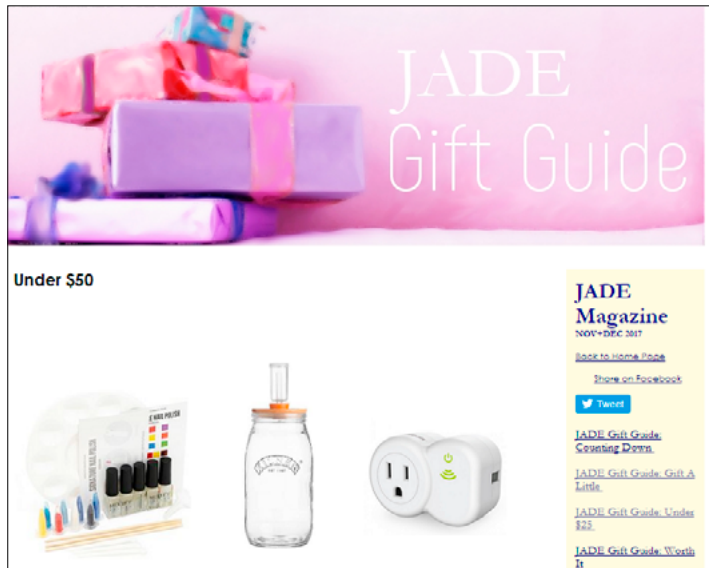
Blog: **Inspired Home**

Typhoon Vintage Copper Cake Tin featured in Inspired Home's food blog.



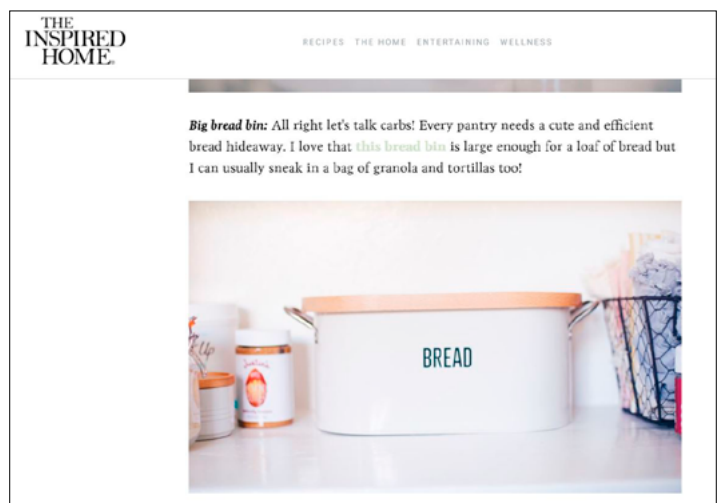
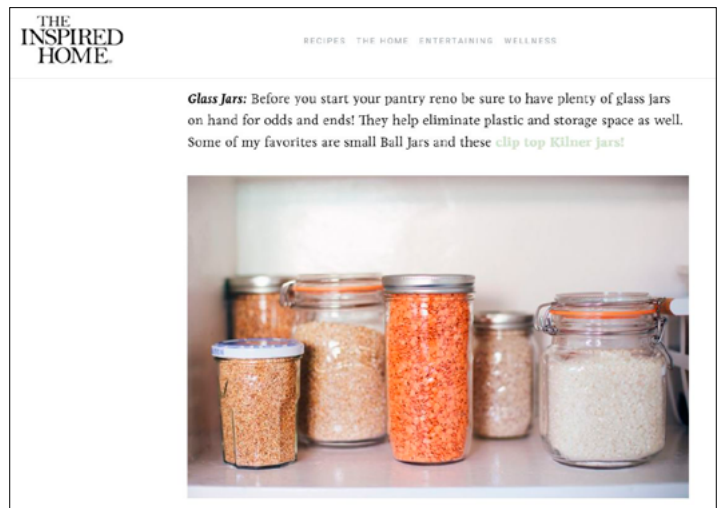
Mason Cash Varsity 2-In-1 Rolling Pin and Flour Shaker
\$25

An excellent gift for any baker, this stoneware rolling pin can be chilled so your dough stays cool. There's also a ruler on the side and it's dishwasher safe.



Online: **Jade Magazine**

Our Mason Cash Varsity Roller Shaker and the Kilner® Fermentation Set were both featured in Jade Magazine's Gifting Guide



Copy:- Blog: **The Inspired Home**

A range of our Kilner® Clip Top Jars and Typhoon Vintage Mayfair Bread Box featured in The Inspired Home's "5 ways to organise your pantry" blog.

Blog: **Inspired Home In The Kitchen**

Our Kilner® Square Clip Top Jars have used to store a healthy chia seed pudding recipe, what lovely recipe.

THE
INSPIRED
HOME.

IH+HS 2018 RECIPES THE HOME ENTERTAINING WELLNESS JOURNAL

RECIPES, BREAKFAST & BRUNCH

Chia Seed Pudding with Fruit & Nuts



BY BILLY P. ON JANUARY 03, 2017



HOW TO MAKE
chia seed pudding with
FRUIT AND NUTS

MORE VIDEOS

0:04 / 1:04

YouTube

BY MANUELA K. ON MARCH 09, 2018

With more than 1 million Instagram followers, "Passion for Baking" Manuela Kjeilen knows something about sweets. Here she shares her baking necessities of the moment.

Blog: **Inspired Home**

Our Kilner® Round Clip Top Jars are perfect for storing homemade dog treats!

THE
INSPIRED
HOME.

IH+HS 2018 RECIPES THE HOME ENTERTAINING WELLNESS JOURNAL



Blog: **The Inspired Home Journal**

"Passion for Baking" Manuela Kjeilen has selected our Mason Cash Bowls as one of her 6 baking necessities of the moment. The Swedish baker has over 1 million Instagram followers so this is amazing exposure for Mason Cash.

~ Mason Cash ~



Mason Cash has been the definitive brand of glazed earthenware vessels for discerning bakers in the UK and throughout Europe since the 1800s, and perfected its iconic **Mixing Bowl** in 1901, which remains a prized addition to a baker's cupboard. Using one of these beautiful designs definitely elevates the baking experience. The form and function of the *Mixing Bowl* beautifully pairs with the overall esthetic design. The baking experience is made complete when using their gorgeous **Beechwood Innovative Kitchen Utensils** for all of the mundane tasks of measuring and mixing; these attractive tools function well for all cooking needs. Each of the seven pieces is carefully designed to have multi-functionality in performance; I found this multi-functionality to be an outstanding design element, and the sleekness of each utensil is beautiful to hold, and well balanced in weight. *Mason Cash* is a mainstay in the popular *BBC/PBS* series "The Great British Bake Off"; this popular reality show has gone on to inspire a U.S. version "The Great American Baking Show/ABC". This coveted brand is also available in the U.S. at select retailers. For more information, visit <http://www.masoncash.co.uk>

Facebook: **BBC Radio**

Storing food in our Kilner® Clip Top Jars is a great alternative to using plastic containers.



Instagram: **Foodie In New York**

Foodie in New York is the winner of the Great American Baking Show. Her post featured Mason Cash In The Forest Flour Shaker in her Focaccia Instagram video.

Instagram post views: **1,669**

Instagram following: **13.1K**



Blog: **Terrys Second Helpings**

Mason Cash Bakewell Collection and Innovative Kitchen Tools featured in Terrys Second Helpings Blog, which Highlights Mason Cash's heritage and the multi-functionality of the Innovative Kitchen Tools.



Blog: **Cook Republic**

Cook Republic has written a great blog post for their veggie broth recipe using our Kilner® Jam Pan and Anniversary Jar. Amazing to see these products put to different uses!

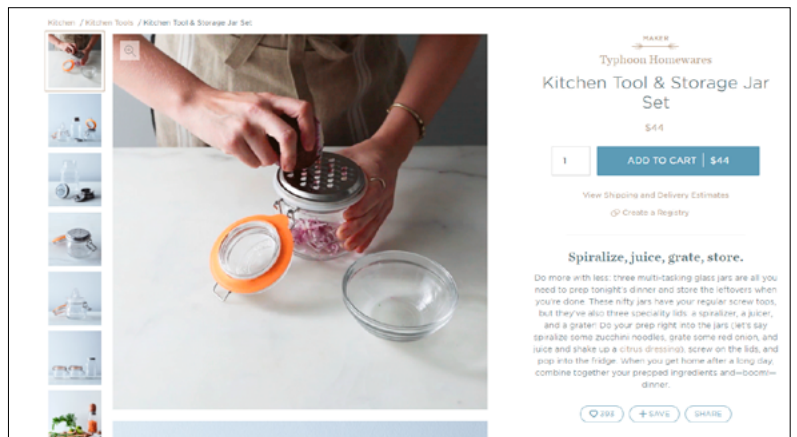
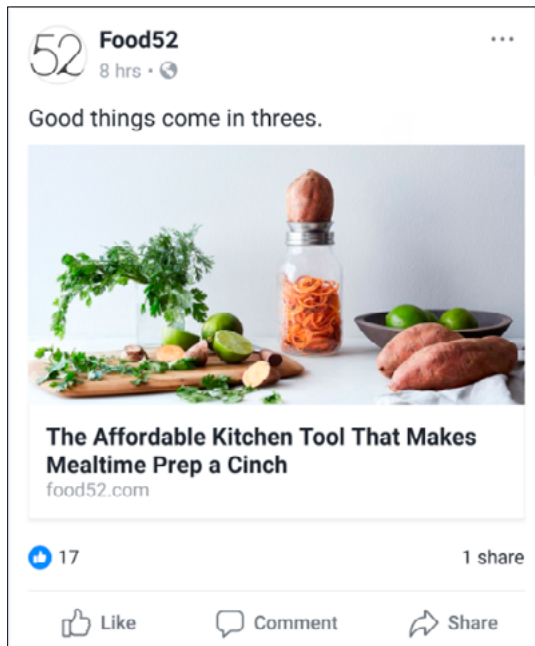
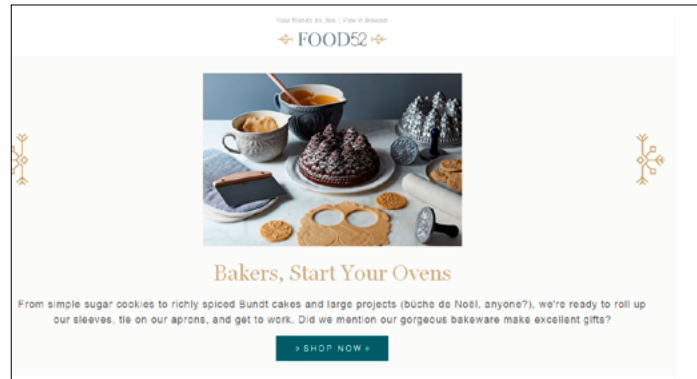
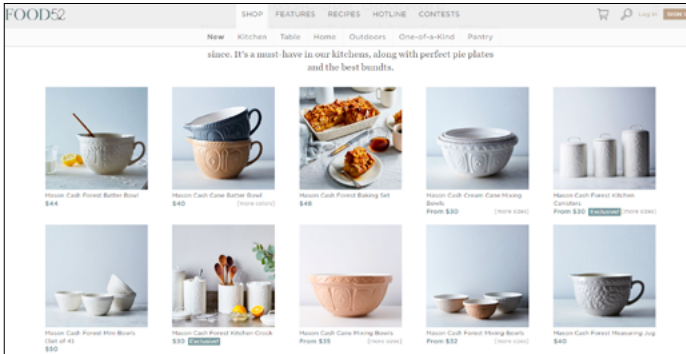
Instagram post views: **159K**



FOOD 52

Online: **Food 52**

Food 52 have featured various Mason Cash In The Forest Collection items online and in their Holidays newsletter



Online: **Food 52**

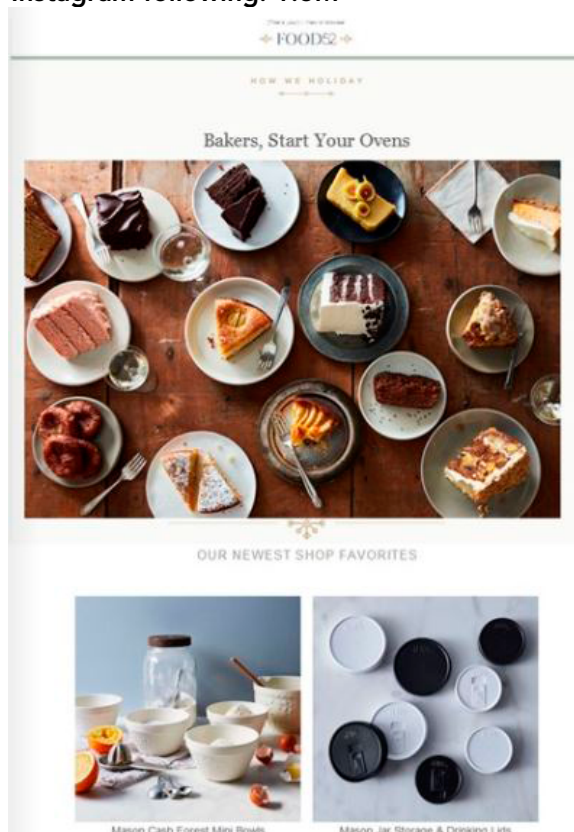
Featuring the Kilner® bundle that includes the Spiralizer, Grater and Juicer!



Instagram: **Food52**

Kilner® Create & Make products and Measure & Store Jar Sets featured on Food52's Instagram stories!

Instagram following: **1.8M**



Online: **Food 52**

Food 52 newsletter features Mason Cash In The Forest Baking Set and Mini Bowls.

CHERRY-PICKED,
JUST FOR YOU



Glass Butter Churner

Shop Now



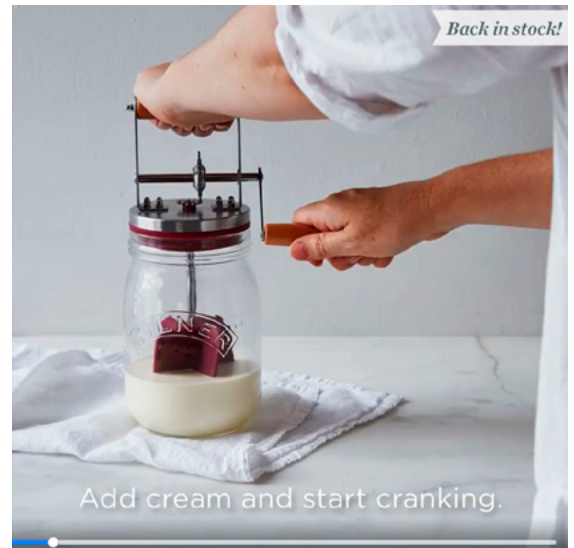
Measure & Store Jars (Set of 3)

Shop Now



Kitchen Tool & Storage Jar Set

Shop Now



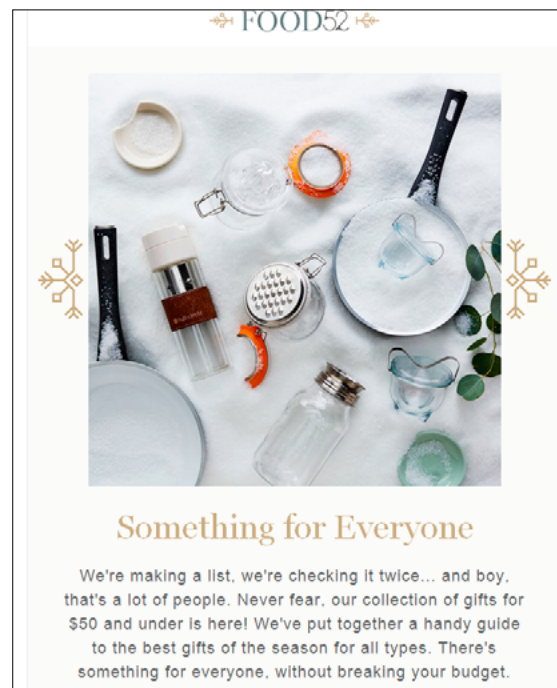
Facebook: **Food 52**

Food 52 have published a short video on their Facebook page featuring our Kilner® Butter Churner.



Online: **Food 52**

Our Kilner® Measure and Store Jar Sets have been featured in Food 52's newsletter.





TV: The Action Bronson Show

Former Chef and now Rapper, Action Bronson has featured the Kilner® Butter Churner on his Vice Land show. What amazing coverage!



TV: Mary Berry's Country House

The much-loved Great British Bakeoff Judge, Mary Berry has featured the Kilner® Clip Top Jars in her new show



TV: Henry Ford's Innovation Nation

Our Kilner® Butter Churner has been featured on the show alongside Kilner's very own Product Manager, Liz Whieldon.

UK PRIMETIME TELEVISION

TV: The Great British Bakeoff – festive edition

Some great Kilner and Mason Cash exposure on this hugely popular TV show

THE GREAT BRITISH BAKE OFF



TV: The Great British Bakeoff – Stand Up To Cancer edition

A number of well-known celebrities have taken part in the show to raise money for cancer





3.
WHAT'S NEW?

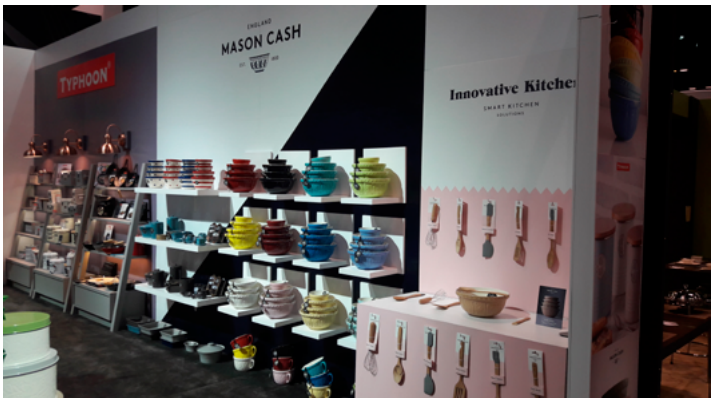


RECENT TRADE SHOWS

We've been busy!
IHA Chicago March 2018

As one of the largest housewares tradeshow in the world, IHA Chicago is always an intense experience for our team.

The centre attracts buyers from all over the world, which provides us with a great opportunity to showcase our newest products as well as our in line ranges. Check out how amazing all of our brands looked on display!





OTHER SHOWS WE'VE ATTENDED

United Hardware Buying Market, January 5th-7th
Americas Mart Atlanta, January 9th-16th
Dallas Market Centre, January 17th-23rd
LA Winter Market, January 18th-22
Minneapolis Mart, January 19th-23rd
Seattle Gift Show, January 20th-23rd
Mid-States Rendevous, February 16th-18th
HY-VEE Spring GM, February 18th-22nd
AmericasMart Atlanta, March 7th-9th

Minneapolis Mart, March 9th-13th
IHA Chicago, March 10th-13th
ACE Hardware Show, March 15th-18th
New York Tabletop Show, April 10th-13th

UPCOMING TRADE SHOWS

Minneapolis Mart, April 22nd-24th

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[®] -Takashimaya, Singapore

What a great selection of products!

Kilner[®], Kitchen Wellness, Australia





Kilner®- David Jones, New South Wales, Australia



Mason Cash- The Essential Ingredient, Australia

What a lovely forest themed Mason Cash display!



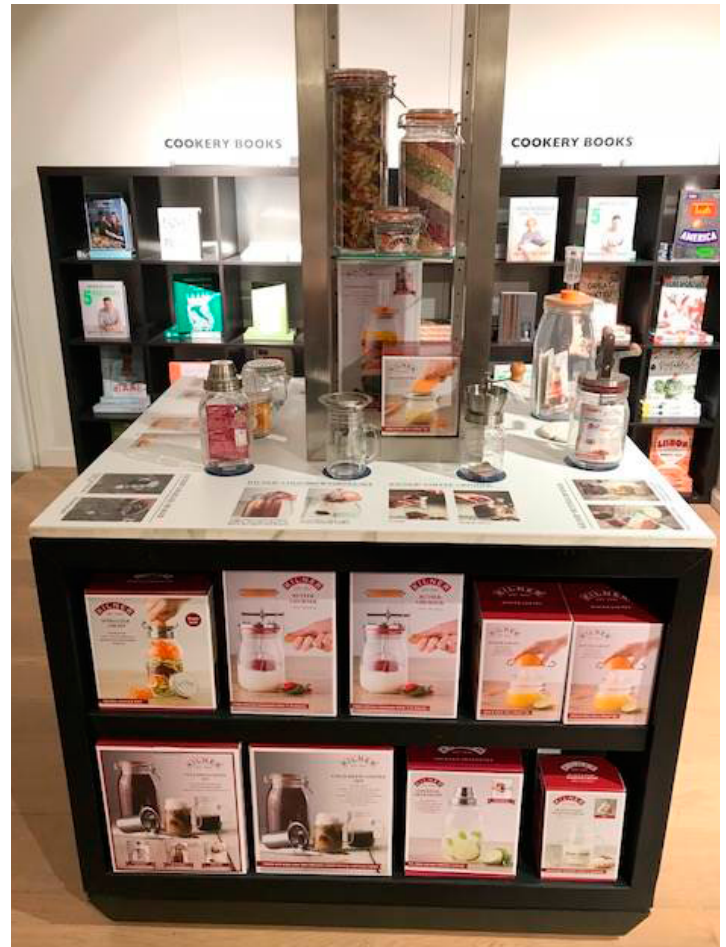
Kilner®- Lords, Holland Park, London

Featuring an array of Dispensers and Jars.



Kilner®- ICA, Sweden

Kilner® Spiralizer & Fermentation Sets.



Kilner®- Harrods, London

What a great selection of our Create & Make products!



Kilner®- Peters of Kensington, Australia

Our Butter Churners are proving very popular down under!

TYPHOON[®]

H o m e w a r e s

SPOTTED

— WINTER 2018 —

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