

# TYPHOON®

Homewares



# SPOTTED

— SUMMER 2018 —

## WELCOME TO TYPHOON HOMEWARES - SPOTTED!

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

With spring in full swing, we've been busy here at Typhoon homewares showcasing products ideal for the season ahead.

In this issue of Spotted you'll find:

### 1. HOT PRODUCTS

Summer is fast approaching and we have the perfect products to brighten up any kitchen!

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

Enjoy!  
The Typhoon Homewares Team

**TYPHOON**<sup>®</sup>  
H o m e w a r e s



## 1. HOT PRODUCTS



Stay hydrated this summer with the brand new Kilner® Fridge Dispenser.

From juices to ice cold water, this unique 102 fl oz dispenser fits on a refrigerator shelf and will help keep drinks fresh and cold for longer.

Featuring a helpful measuring scale down the side, it's easy to track water consumption and ensure you are drinking the suggested daily amount!



The super stylish Eternal Knives are perfect for preparing any meal.

Made from stainless steel, the knives contain a higher carbon content, which makes the blade stronger, with a longer-lasting cutting edge.

The curved handle has a beautiful wood effect and has been specially designed to provide optimum comfort during use.

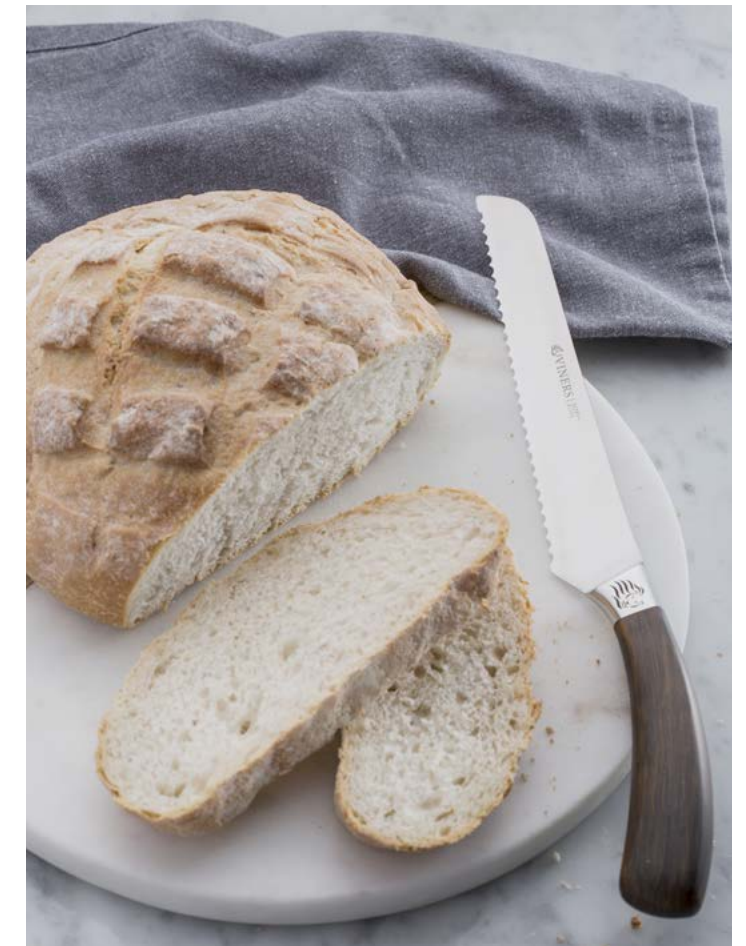
ENGLAND  
**MASON CASH**



The Mason Cash Classic Kitchen Range adds a contemporary look to any kitchen, perfect for all year round!

The contrasting turquoise and dark gray colors are sure to add style.

Inspired by the mid-19th century, the extensive range includes ovenware, airtight storage jars, utensil pots, spoon rests, butter dishes and creamers.



# TYPHOON®

Add to your Typhoon Living Range and brighten up your kitchen with the Typhoon Living Additions.

The Living Range is not only practical but looks beautiful with the soft pastel colors of cream, blue and putty.

New items include co-ordinating utensils, additional cookie storage and utensil pots.

Each item is finished off with a bamboo lid sourced from sustainable forests, adding to their durability.

The generously sized 85 fl oz capacity Stove Top Kettle comes in the three Typhoon Living colors to perfectly complement the range, and features a soft touch handle for comfort.



Typhoon Homewares



Spotted Spring 2018

# PRESS

Trade Press: **Progressive Housewares Magazine March/April Issue**

Circulation: **3,500**

Features the Kilner® 1 Litre Barrel Dispenser, Typhoon Modern Kitchen Range and Ravenhead Cocktail Glasses.



The Kilner® 1 Litre Barrel Drinks Dispenser is perfect for storing and dispensing liquors. This special edition product is great either as a gift or to enjoy drinks with friends in your 'man cave'. Accompanied by a 25ml stainless steel stopper/ jigger, a dark wooden stand and an easy pour brass coloured tap, it's both stylish and practical.

**The Rayware Group**  
Tel: 0151 486 1888  
Web: [www.rayware-trade.co.uk](http://www.rayware-trade.co.uk)

Gold is one of the hottest home décor trends of the year. The gilded accents of Typhoon Modern Kitchen add a luxurious feel to any countertop, while the combination of warm acacia wood with gold creates a glamorous and affluent look. With the glitzy storage and the bold geometric shapes, the range is classic with contemporary appeal.

The Rayware Group  
Tel: 0151 486 1888  
E-mail: [sales@rayware.co.uk](mailto:sales@rayware.co.uk)  
Web: [www.rayware.co.uk](http://www.rayware.co.uk)



## Raise your glasses

Among launches at Spring Fair, Ravenhead

(from The Rayware Group) added to its wide range of

glassware with designs

ideally suited to the fast

approaching wedding

season: hand-blown

Hollow Flute Glasses and

Champagne Cocktail

Glasses (pictured), which

can also be used for

desserts. Meanwhile, Kilner also (from The

Rayware Group) showcased its expanding

range for healthy eating (along with a Healthy

Eating Guide) including a Kombucha set for

the health boosting fermented tea drink.



Trade Press: **Progressive Housewares Magazine May/June Issue**

Circulation: **3,500**

Kilner® and Mason Cash are mentioned in the article 'PR Direct celebrates 20 years', one of our PR agencies here in the UK.

## Progressive housewares



### PR Direct celebrates 20 years

PR Direct, which specialises in PR for housewares companies and whose clients include GreenPan, Kilner and Mason Cash, celebrates its 20th anniversary this year.

Run by former journalist Sarah Selzer and sales specialist Mark Chapman, PR Direct focuses predominantly on consumer media for clients. Sarah reflects on the major changes in this area: "The big magazine publishing houses have seen radical shake-ups and the print side has lost readers as consumers look to other areas for inspiration in home décor, like Instagram and of course bloggers and influencers with their own sites. They can be just as important as key magazines and newspapers for getting your message across but there are many more of them to assess, and the good ones can be few and far between!"

Sarah recognises online content of newspaper and magazine, which are often working with a "radically shrunk editorial team, with many staff and freelance journalists now working across several titles," which PR Direct is constantly updating. She observes that features request platforms are "great for supplementing contacts and activity, but they're no substitute for the one-to-one contact you build up over time, including seeing them at press events. That's also why we continue to focus on 'home enhancement' rather than stray into other industries as our contacts are everything."

PR Direct has always been more than 'just' a PR agency, says Mark (who joined the business four years ago). He highlights PR Direct's wider roles, for example, working with the Chicago IFA+IS show to run a consumer media event for them in the UK and introducing international brands to the UK market.



Right: Sarah and Mark raise a glass to 20 years of PR focused on the housewares industry.

The Kilner® Breakfast Jar and the Mason Cash In The Forest range are both featured on the Exclusively Housewares preview pages.



The new Kilner® Breakfast Jar Set is a great way to start your day. This 0.35 litre wide mouth Kilner® Jar comes with a unique stainless steel lid which doubles as a measuring cup for better portion control. This means you can enjoy your overnight oats, granola and cereals quickly without any fuss. This set also includes a stainless steel spoon, silicone spoon holder and airtight sealing disc, ideal for breakfast on the go.

Rayware  
Tel: 0151 486 1888  
E-mail: [scank@rayware.co.uk](mailto:scank@rayware.co.uk)  
Stand EH146



Originally carved by skilled craftsmen, the new Mason Cash 'In The Forest' range of food preparation, storage and ovenware items features detailed woodland style embossments. Additional stoneware table top accessories include a teapot, mug, serving platter and much more, which all feature our favourite forest characters. Adding this range to your kitchen brings a sense of the outdoors inside.

Rayware  
Tel: 0151 486 1888  
E-mail: [seank@rayware.co.uk](mailto:seank@rayware.co.uk)  
Stand EH146

# PRESS

Trade Press: **Progressive Housewares Magazine May/June Issue**

Circulation: **3,500**

The Kilner® Drinks Dispenser is featured in the 'What's Cooking' section.



Left: This Kilner Drinks Dispenser will add glamour to your party or event. Serve up a selection of fruit drinks or your favourite summer tipples and impress your guests while you're at it.

**Kim Foster, owner, Copperfields of Whitstable**  
Established in 1936, this family run crockery and homeware business takes pride in providing a personal service for regulars and visitors in the seaside town.

Oyster Knife from Taylors Eye Witness	On the coast at Whitstable, these oyster knives are always in demand. Handmade and kind to the hand!
Salad Bowl from Guzzini	Stylish, colourful, unbreakable and wonderful for the garden party.
Kilner Drinks Dispenser from The Rayware Group	Great looking trendy retro style and ideal for the BBQ party.
Sistema Drinks Bottle from Dexam	Ideal for the gym, running, cycling and outdoor sport. Lightweight drinking bottles - easy to use and keeping you hydrated.
Stow Green Peter Rabbit Cake Stand from Eddingtons	For those summer outdoor tea parties. Stylish and well designed and a fun talking point.
Seafood Crackers from KitchenCraft	An essential item on the seafood table, easy to use and colourful in red.

Right: The quintessential British holiday in a summer tradition, and Stow Green's Peter Rabbit Cake Stand brings an element of English tradition, as well as cake fun.

Right: The essential tool for seafood the quintessential KitchenCraft's Seafood Crackers.

## Tools & Gadgets



The Mason Cash Innovative Kitchen Utensils are featured in the 'Tools & Gadgets' section.

Trade Press: **Tableware International Magazine March / April Issue**

Circulation: **15,054**

Features Ravenhead's new Hollow flute glasses.

**Ravenhead**  
Stand EH150

This Spring, Ravenhead Glassware, part of the Rayware Group, has launched two new glass collections, ideal for celebrations. The hand-blown Hollow Flute Glasses come in a set of two and are elegantly shaped, while the new Champagne Cocktail Glasses, unusually shaped, are the perfect addition to Ravenhead's wide variety of designs. The glasses can be used for a number of different cocktails, or even to serve individual desserts! These glasses are made of high-quality glass, meaning they are durable as well as looking sophisticated.

[www.ravenhead.co.uk](http://www.ravenhead.co.uk)

Trade Press: **Tableware International Magazine May/June Issue**

Circulation: **15,054**

Viners, Ravenhead and Price & Kensington are all featured in the Exclusively Housewares preview section.

**TableWare INTERNATIONAL**  
INTRODUCING **domino by LENOX**

**Rich pickings**

With brand-new tableware exhibitors, including glassware specialists Arc International and Nude, joining brands such as USA Dishes, Elia, Creative Tops and Jamiro & Sani, and with plenty of trend-led directions, **Exclusively Housewares** offers rich pickings this summer.

**LSA International**  
Stand EH147

**Show seminars 2018**  
HOUSEWARES Electrical 15-18 June 2018

**Nude to showcase its latest crystalline collections**  
Stand EH114

**Key Exhibitors**

**Independent Retail Issues**

**Other Marketing Trends**

**Key Exhibitors**

**It's great to see more exhibitors on the show this year with our premier show ENL on our new exhibition stand at the NEC and for the first time in the show.**

**Price & Kensington**  
Stand EH150

Part of the Rayware Group, Price & Kensington is adding character to dishes and snacks with its new Carnaby Script Collection this showtime. Featuring a monochrome design of bold words and phrases in a fun, handwritten style, this playful range of dinnerware, storage, textiles and tabletop accessories is a wonderful addition to the kitchen and dining table.

[www.rayware.co.uk](http://www.rayware.co.uk)

And while housewares and kitchenware, in particular, is a focus here – there is a 150 strong lineup of the best brands in housewares – there are an increasing number of tabletop companies also exhibiting, including cutlery from Robert Welch, Elia International, Arthur Price, Viners and Jean Dubost; glassware from Nude,

Mason Cash Innovative Kitchen Utensils have been designed for multi-functionality and comfort. Each of the seven tools has two or more uses, making them the perfect space savers for your kitchen drawers. Use your Innovative Kitchen Spatula to create beautiful cupcakes with minimal mess; using the spatula to stir your mix and the jar scraper to decorate. For perfect portions, you can use the Innovative Kitchen Spaghetti Spoon to measure portion sizes, serve, and stir up a savoury dish.

**Rayware**  
Tel: 0151 4861888  
E-mail: [seank@rayware.co.uk](mailto:seank@rayware.co.uk)

**Ravenhead**  
Stand EH150

Part of the Rayware Group, Ravenhead is introducing two new shapes to its cocktail collection, crafted using mouthblown techniques. The tall, hollow stem Prosecco Flutes have been specifically designed to complement all kinds of sparkling wines and champagne. Its new elegant Champagne Cocktail glasses add sophistication to cocktail creations, while the wide top allows for desserts to be served in style.

[www.rayware.co.uk](http://www.rayware.co.uk)

**Price & Kensington**  
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[www.rayware.co.uk](http://www.rayware.co.uk)

**Viners**  
Stand EH152

It's the attention to detail that makes Viners' 18.0 Glamour cutlery so unique. With a high-shine mirror finish, the set is polished to a shimmer, while the structured handles with their hammered textured effect offer understated luxury. Available to buy as individual pieces, or as a 16-piece or 24-piece gift box. Viners will also introduce its brand-new children's 18.0 stainless-steel Mermaid and Football cutlery, designed for ages 5+. With a blunt serration included on the blade of the knife, this helps encourage children to cut their own food safely. Find Viners on the Rayware Group stand.

[www.rayware.co.uk](http://www.rayware.co.uk)

# PRESS

Trade Press: **Housewares Live Magazine March/April Issue**

Circulation: **5,000**

Features Viners Studio and Marble Eternal Knives, Kilner® Measure and Store and Typhoon Modern Kitchen Range.



## Viners

Described as an original heritage design, Studio was created for Viners by leading silversmith and artist Gerald Benney. Viners says: 'This timeless design has grown in popularity due to its iconic style, suitable for both modern and classic weddings. The Studio canteen set is a perfect wedding gift for any couple.'

► **01514861888**  
► **www.viners.co.uk**

## show news

### Typhoon

Typhoon says: 'Gold is one of the hottest home décor trends of the year and the gilded accents of Typhoon Modern Kitchen add a luxurious feel to any countertop, while the combination of acacia wood with gold, with glitzy storage and bold geometric shapes, creates a glamorous look.'

► **01514861888**  
► **www.typhoonhousewares.com**

## Viners

The new Viners Eternal Knives feature a subtle smoky marbled-effect handle, with a curved structure for comfort when slicing and dicing. The range offers five knives, 'all made with the finest quality German grade steel blades for superior performance and precision'.

► **01514861888**  
► **www.viners.co.uk**

## Kilner

Pictured is the Kilner Measure & Store range. Designed to fit into a Kilner clip top jar lid and neck, the silicone cups are described as 'space saving, easy to use, great for measuring ingredients for baking and practical for portion control'.

► **01514861888**  
► **www.kilnerjar.co.uk**

Trade Press: **Housewares Live Magazine May/June Issue**

Circulation: **5,000**

Features both the Kilner® Breakfast Jar and the Mason Cash In The Forest range in the 'Show News' section.

## Kilner

Suitable for breakfast on the go, the new Kilner Breakfast Jar Set comprises a Kilner 0.35 litre wide mouth jar, which comes with a stainless steel lid that doubles as a measuring cup for portion control. The set also includes a stainless steel spoon, silicone spoon holder and airtight sealing disc.

► **0151 486 1888**  
► **www.kilnerjar.co.uk**

## Mason Cash

Originally carved by craftsmen, the new Mason Cash In The Forest range of food preparation, storage and ovenware items features detailed woodland style embossments. Additional stoneware tabletop accessories include a teapot, mug, serving platter, which all feature forest characters.

► **0151 486 1888**  
► **www.masoncash.co.uk/**

Rayware is mentioned in the 'Fifteen years ago this month' feature in the comment section.

### Fifteen years ago this month in Housewares Magazine...

- Tefal teamed up with Jamie Oliver to develop a range of stainless steel cookware designed by the celebrity chef. The Jamie Oliver Professional Series by Tefal was due to hit shelves by October.
- Selfridges won Housewares Magazine's Mystery Shopper report of Manchester city centre. The department store at Exchange Square beat rivals Kendals, BHS, Debenhams, Marks & Spencer and Peter Maturi & Sons for combining excellent, enthusiastic service with a massive range and stunning visual merchandising.
- Rayware wood placemats and coasters; KitchenCraft JarKey can opener; Butterfly Elite stainless steel tea, sugar and coffee canisters; Alessi electric kettle; and Meyer Anolon cookware were the best sellers at Red Barn Trading (Darlington), Bennetts (Derby), The Kitchen Range (Kent), La Cuisine (Portsmouth) and Scott & Sargeant Cookshop (Horsham) respectively.
- South-west homeware chain Lawsons was moving its Plymouth store and due to extend its Totnes outlet. No changes were planned for the Tavistock branch but a new shop was on the cards (hybridge opened in 2006). The family business was also preparing to celebrate its centenary in 2004.
- The winners of the four housewares categories of the Industry Awards 2003, organised by Housewares Magazine, were Boa Housewares Clam knife block (kitchen equipment category), Gaggia Evolution Espresso coffee maker (small electrical appliances), Le Creuset Formula cookware (cookware & bakeware) and Villeroy & Boch New Wave tableware (tabletop products).

Source: Housewares Magazine May/June 2003

### talkingshop

## A new venture

Independent Worcester cookshop Cookmate opened a cookery school upstairs in April. Director **Caroline Gregory** shares her story

**"More and more people of all ages are now looking for experiences - and less are looking for 'stuff'"**

Caroline Gregory, 42, is the founder and director of Cookmate, a cookery school and cookshop in Worcester. She shares her story of how she started the business and how it has grown over the years.

► **01514861888**  
► **www.kilnerjar.co.uk**

Both Kilner® and Mason Cash are featured in the article 'A New Venture'

We deal with 60 suppliers at the moment and about 40 brands. Names include Robert Welch Designs, Simplehuman, Stellar and Judge (from Horwood), Henckels, Demeyere, Staub, Le Creuset, La Cafetiere, Portmeirion, Royal Worcester, Sophie Allport, KitchenAid, Dualit, Mason, Kilner, Lock & Lock, Good Grips, Joseph Joseph, Sterck, Kuhn Rikon, T&G Woodware, Cole & Mason, Emma Bridgewater and MasterClass (from KitchenCraft).

# PRESS

Trade Press:  
**Kitchenware International May/June Issue**

Circulation: **3,500**

Features the Kilner® Kombucha Set in the General News section.



## Kilner taps into healthy eating trend

The rise of the fermented superfood trend has led to more people swapping out sugary fizzy drinks for gut health-friendly kombucha, which is packed with a wealth of vitamins, antioxidants, and probiotics. Kilner has tapped into this with its Kombucha Drinks Making Set, designed for continuous brewing allowing users to create, store and serve this culture-rich sweetened tea at home.

Both Mason Cash and Kilner® are mentioned in an article on Debenhams.

Debenhams' Cook & Dine department offers a broad spectrum of international brands, from Denby, Le Creuset, Joseph Joseph, Oxo, Mason Cash, Kilner and GreenPan, to Zyliss, Tefal, Kenwood and Jamie Oliver, as well as its own brands.

"We work with a broad spectrum of international brands, both big and small, with our branded business currently accounting for some 60 per cent of our sales," says Emma. We find out more from Emma.

Kilner®, Typhoon and Price & Kensington are mentioned in the article 'Drink to Success' about tea/coffeeware, including a quote from our very own Jo Booth.



## "Shallow casseroles have become more popular"

With 240 department stores across 24 countries, and with an exclusive mix of brands and a carefully curated selection of products, Debenhams buying manager for Cook & Dine, Emma, has seen a shift in consumer preferences. "We've seen a move towards shallow casseroles, which are easier to use and store, and are also more aesthetically pleasing. This is reflected in our sales, with a significant increase in the popularity of these items. We've also seen a rise in the demand for high-quality, durable products, which is driving our focus on premium brands like Mason Cash and Kilner. The overall trend is towards more functional, yet stylish, kitchenware that can enhance the home dining experience."

It is the area of teaware, however, where La Cafetera is seeing considerable growth, with consumers increasingly trying exciting loose-leaf teas using more traditional brewing methods. "With the rise of wellness and the growth of infusion and health drinks, there is also more demand for glass in design, which offers a barrier-free and more natural appearance, as well as displaying the theatrical colour infusions of fruit and herbal teas or the rich colours of coffee," explains Daniel. "Our bestselling Barcelona teapots have a built-in infuser, especially for loose tea." Rayware Group, which has the Kilner, Price & Kensington and Typhoon brands, has seen a shift in the category with increased demand for more trend-led products in recent years. "We have seen growth in trend-led consumption come from social media and the café culture scene," says Jo Booth, senior brand manager of the Kilner and Price & Kensington brands. "What was once a niche market has now become more mainstream and the digital revolution has helped to spread the message to the masses." "We expect to see growth in the healthy tea/coffee movement over the next few years, with demand for more decaf options and experimentation with flavours such as mushroom coffee and turmeric tea on the increase," adds Jo. In Asia, too, where tea-drinking has always been popular, and a ritual to boot, this category is on the rise, with coffee-drinking experimentation with flavours such as mushroom coffee and turmeric tea on the increase," adds Jo. "The consumption of coffee and tea has become more of an experience, with consumers getting far more hands-on with the process and making their own blends and experimenting more at home," says Jo, pointing to Kilner's Cold Brew Coffee Set and Coffee Grinder Set, which allows users to combine a grinder mechanism with a glass jar, perfect for grinding coffee beans and storing coffee, all within one product. Similarly, the development of its Price & Kensington Specialty Tea Infusers fits with the growing demand for flavoured and healthy loose-leaf teas. "We expect to see growth in the healthy tea/coffee movement over the next few years, with demand for more decaf options and experimentation with flavours such as mushroom coffee and turmeric tea on the increase," adds Jo. In Asia, too, where tea-drinking has always been popular, and a ritual to boot, this category is on the rise, with coffee-drinking experimentation with flavours such as mushroom coffee and turmeric tea on the increase," adds Jo. "The consumption of coffee and tea has become more of an experience, with consumers getting far more hands-on with the process and making their own blends and experimenting more at home," says Jo, pointing to Kilner's Cold Brew Coffee Set and Coffee Grinder Set, which allows users to combine a grinder mechanism with a glass jar, perfect for grinding coffee beans and storing coffee, all within one product. Similarly, the development of its Price & Kensington Specialty Tea Infusers fits with the growing demand for flavoured and healthy loose-leaf teas.

**Rayware Group**

The Rayware Group, with its Kilner, Price & Kensington and Typhoon brands, researches new brands in order to keep producing innovative products for the market, including in coffee/tea. And with space at home a premium, "we are always looking for ways to create innovative products that are more compact and perform a number of different functions," says Jo Booth, senior brand manager of Kilner and Price & Kensington. "The rise of the fermented superfood trend has led to more consumers swapping out sugary fizzy drinks for the gut health-friendly kombucha, a rich sweetened tea," says Jo, "our Kilner brand identified this trend and developed the Kombucha Drinks Making Set". Kilner's Coffee Grinder Set (pictured) taps into the popularity of home-ground coffee, allowing users to combine a grinder mechanism with an airtight glass jar, to grind the coffee beans and store them in one space-saving product, while Kilner's Cold Brew Coffee Set taps into the trend for centuries-old methods of brewing. Its Price & Kensington Specialty Tea Infusers fit the growing demand for flavoured and healthy loose-leaf teas, while its Typhoon Modern Kitchen range displays a metallic gold finish to fit with the growing trend for metals around the home," says Jo.

**La Cafetera**

La Cafetera is a brand of glass coffee pots and teapots. The brand is known for its elegant design and high-quality materials. The advertisement features a glass coffee pot with a lid and a handle, and a glass teapot with a lid and a handle. The text highlights the brand's commitment to quality and innovation in the coffee and tea market.

**Kilner Stand EH152**

Kilner will introduce two brand-new products, including the Kilner Breakfast Jar Set, which includes a 0.35 litre wide mouth Kilner Jar and a unique stainless steel lid which doubles as a measuring cup for better portion control, meaning users can enjoy their overnight oats, granola and cereals quickly without any fuss. For 2018, Kilner has added to its extensive Preserve Jars range with the new stylish Kilner Fruit Preserve Jars. Available in Strawberry, Orange and Tomato, these are fun and practical jars, perfect for preserving.

**Mason Cash Stand EH152**

Originally carved by skilled craftsmen, the new Mason Cash In The Forest range of food preparation, storage and cookware items, feature detailed woodland-style embossments. Additional stoneware tabletop accessories include a teapot, mug and serving platter which all feature favourite forest characters. Mason Cash is also excited to launch its Piazza range of square dinnerware, adding a modern twist to its dining ranges.

The Mason Cash In The Forest range, the Kilner® Breakfast Jar and the Typhoon Modern Kitchen range all feature in the 'Show Preview' article on Exclusively Housewares.

**Typhoon Stand EH152**

On the Rayware Group stand, Typhoon will introduce its new Modern Kitchen collection, which taps into one of the hottest home décor trends of the year – gold! This range adds a luxurious feel to the kitchen, as the combination of warm acacia wood with gold metallic creates a glamorous and affluent look. The glitzy storage and the bold geometric shapes of the wood makes this range classic with contemporary appeal.

**Exclusively yours**

Featuring 20 brand-new kitchenware exhibitors, including Tramontina, Solis, Eva Solo and Nouvel, along with trend-led direction and advice-packed seminars, the convenient and compact London-based Exclusively Housewares offers rich pickings this summer.



# PRESS

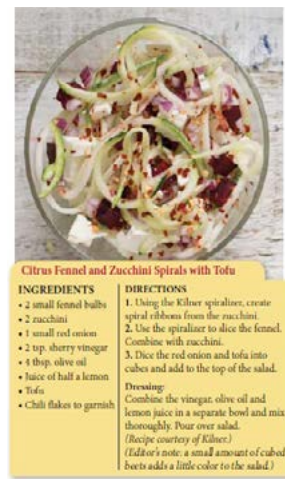
Press: **Hardware Retailing Magazine June issue**

Features the Price & Kensington Brights Teapots in the National Hardware Show Joint Section by Industry Edge and Hardware Retailing.



Press: **Present Magazine Spring/Summer 2018**

The Kilner® Spiralizer Jar, together with a recipe has been featured in the Spring/Summer issue of PRESENT Magazine. Reach: 25,000 gift-shopping consumers via in-store magazine distribution.



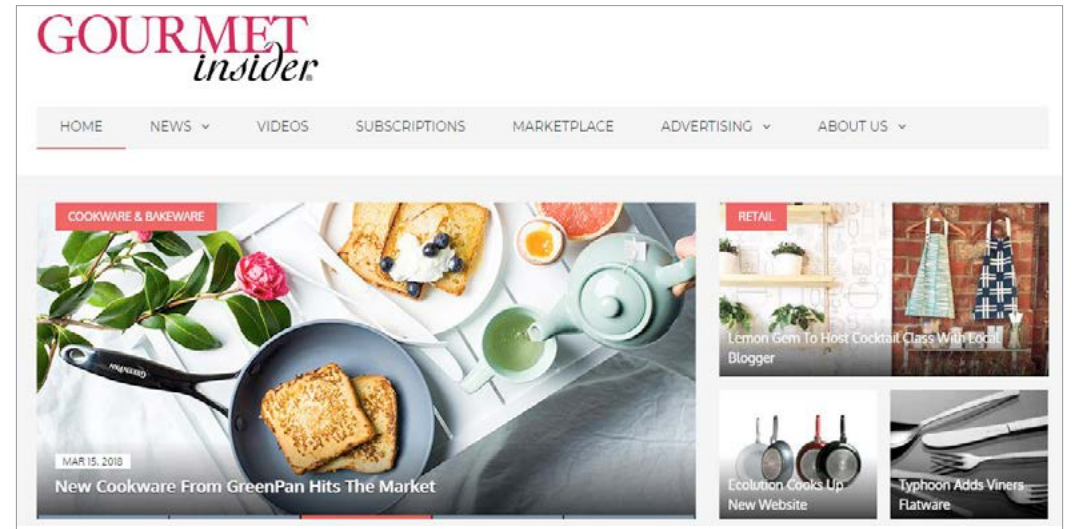
Press: **Harrods Home & Property Spring/Summer 2018 Magazine**

Features Mason Cash Cane Utensil Pot and Egg Store, and Kilner® 0.95 Litre Facetted Clip Top Jar.

# ONLINE

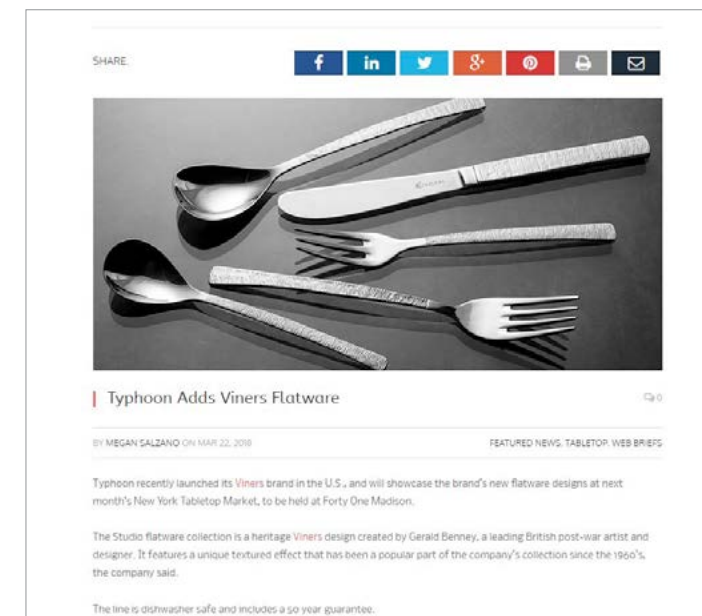
**Gourmet Insider**

'Typhoon Preps for Canning Season' with the Kilner® Wide Mouth Canning Jars.



Typhoon launched Viners Flatware in the US, showcasing it April's New York Tabletop Market.

Typhoon Living Range additions are also featured.



# ONLINE

Blog: **The Inspired Home**

The Inspired Home Special Project Manager's 'Go-To Gadget' is the Kilner® Butter Churner!



**PAUL VITALE: SPECIAL PROJECTS MANAGER**

**Forever in the fridge:** Anchovies from Santona, Spain + a bottle of Cava

**First thing's first:** Overnight oats + hard boiled egg white

**Hero worship:** Tapas Magazine

**Go-to gadget:** Kilner butter churn

**Listening to:** Dionne Warwick and Jefferson Airplane on vinyl

THE INSPIRED HOME JOURNAL | 7 | [TheInspiredHome.com](http://TheInspiredHome.com)

Blog: **The Inspired Home**

The Mason Cash S12 Powder Blue Mixing Bowl is featured in the article 'These Pastel Kitchen Products Will Be the Envy of All Your Friends'



THE INSPIRED HOME

RECIPES THE HOME ENTERTAINING WELLNESS JOURNAL COOKING SCHOOL

THE HOME DESIGN TRENDS

**These Pastel Kitchen Products Will Be the Envy of All Your Friends**



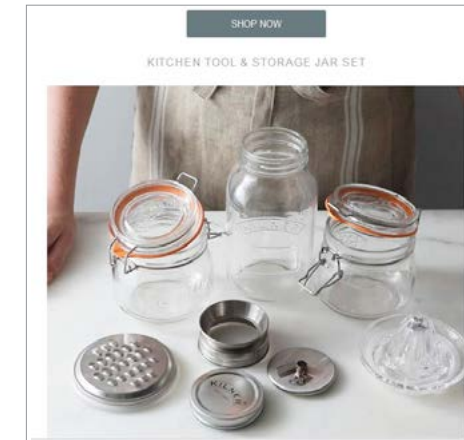

Braiser in Sugar Pink  
12 QUARTS  
SHOP NOW

Earthenware Mixing Bowl  
MASON CASH  
SHOP NOW



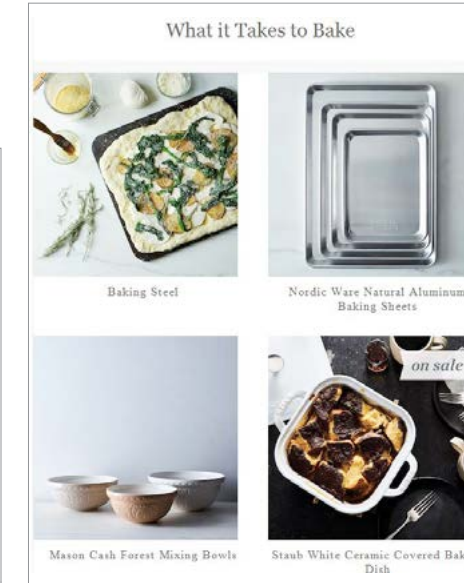
# FOOD 52

Food 52 has been featuring a variety of Kilner® and Mason Cash items in their newsletters.



SHOP NOW

KITCHEN TOOL & STORAGE JAR SET



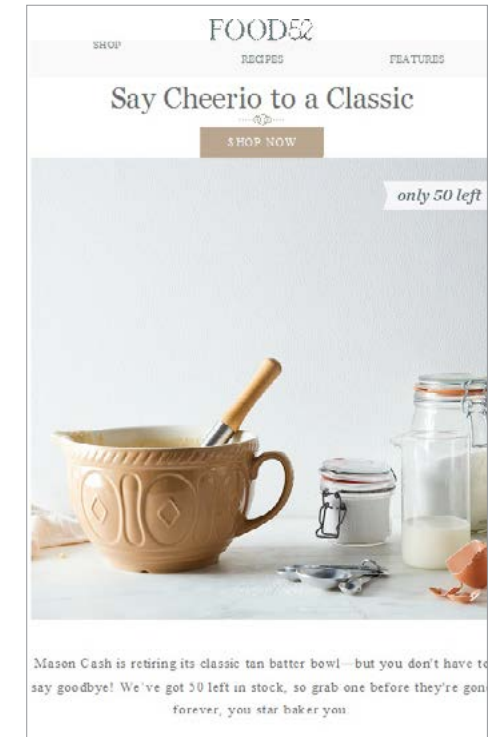
What it Takes to Bake

Baking Steel

Nordic Ware Natural Aluminum Baking Sheets

Mason Cash Forest Mixing Bowls

Staub White Ceramic Covered Baking Dish



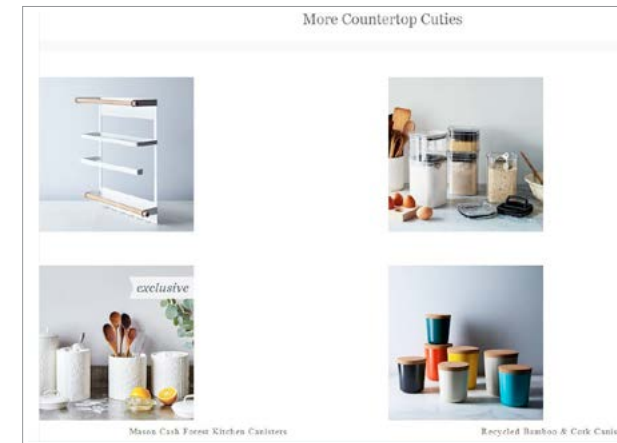
SHOP RECIPES FEATURES

Say Cheerio to a Classic

SHOP NOW

only 50 left

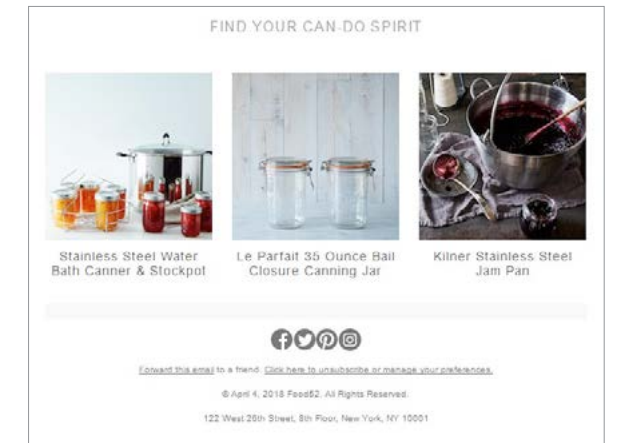
Mason Cash is retiring its classic tan batter bowl – but you don't have to say goodbye! We've got 50 left in stock, so grab one before they're gone forever, you star baker you



More Countertop Cuties

Mason Cash Forest Kitchen Cutlones

Recycled Bamboo & Cork Cutlones



FIND YOUR CAN-DO SPIRIT

Stainless Steel Water Bath Canner & Stockpot

Le Parfait 35 Ounce Ball Closure Canning Jar

Kilner Stainless Steel Jam Pan

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122 West 25th Street, 8th Floor, New York, NY 10001



Our Latest Kitchen Loves

Measure & Store Jars

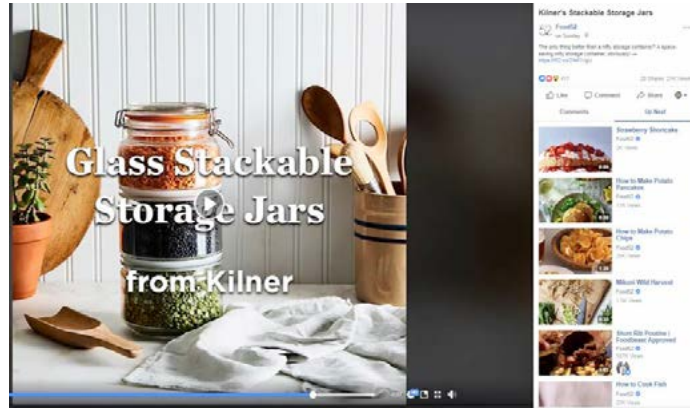
Mason Cash In The Forest Cake Tins

# SOCIAL

Facebook: **Food52**

Food52 has shared a GIF of the Kilner® Stackable Storage Jars

Facebook following: 1.1m  
Video views: 22K



Facebook: **Food52**

Food52 has featured a great video on the Mason Cash Innovative Kitchen Utensils

Facebook following: 1.1m  
Video views: 6.4K

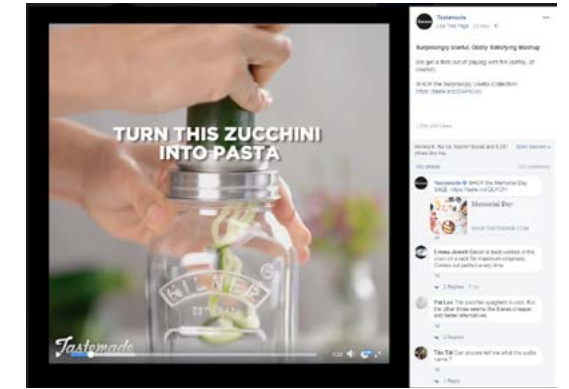
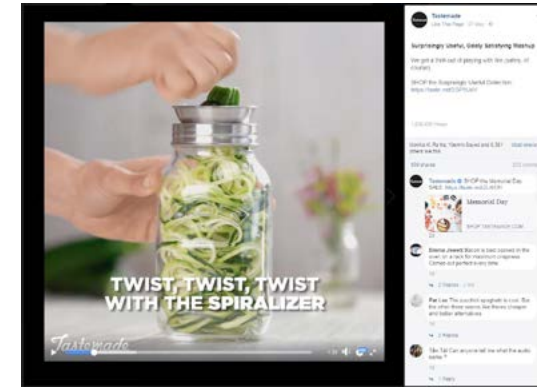


52 Food52  
2 hrs · 6  
Calling all bakers—we've found your new favorite spoons. → <https://f52.co/2sTUuun>  
6.4K Views  
871 Likes · 3 Comments · 15 Shares

Facebook: **Tastemade**

Tastemade have featured the Kilner® Spiralizer in their video on surprisingly useful kitchenware.

Facebook following: 30m  
Video views: 1.8m



Youtube: **Brad Leone**

Brad Leone has featured the 1.3 Gallon Drinks Dispenser in his most recent video on fermented kvass as part of his 'It's Alive' series at Bon Appetit magazine.

Youtube subscribers: 1.5m  
Youtube video views: 487K



The video is also on their Facebook page

Facebook following: 2.24m  
Video views: 119K

Instagram: **brad\_leone**

Brad Leone at Bon Appetite Magazine has featured a Kilner® Jar in the background of one of his recent Instagram posts.

Instagram following: 80.3k



Facebook: **Tastemade**

Tastemade have used the Kilner® Butter Churner Set to make home-churned butter. The video has had more than 10m views!

Facebook following: 30m  
Video views: 10m



Tastemade  
9 May at 12:00 · 6  
Churn up your week with some homemade butter! SHOP the Butter Churner: <https://taste.m3/2S9FaL>.  
10M Views  
10K Likes · 735 Comments · 3.4K Shares

Tastemade  
9 May at 12:00 · 6  
Churn up your week with some homemade butter! SHOP the Butter Churner: <https://taste.m3/2S9FaL>.  
10M Views  
10K Likes · 735 Comments · 3.4K Shares

Instagram: **Tastemade**

Tastemade have shared a great shot of the Kilner® Drinks Dispenser!

Instagram following: 6m



tastemade · Following  
tastemade Say goodbye to punch bowls and pitchers. This mason jar drink dispenser is the easiest way to make and serve your favorite warm-weather beverages. Tap to shop!  
tastemade #summertime #bbq #lemonade #masonjars #fruity #lemons  
millie\_swims I love lemonade literallyyyy Love mine! :D  
green.day.86 '550' Yeah, alright  
renatadelilha Será que vimos uma igual em algum lugar por 3 euros? :D  
@thayse.coaralis  
Justkasandra I'm pretty sure you can buy this type of dispenser at target for half the price probably.  
kaymancook @tastoded97 this would be cute for your wedding!  
13,723 likes  
2 DAYS AGO  
Add a comment...

# SOCIAL

Instagram: **consciouscleanse**

Featured the Kilner® Spiralizer in an Instagram post.

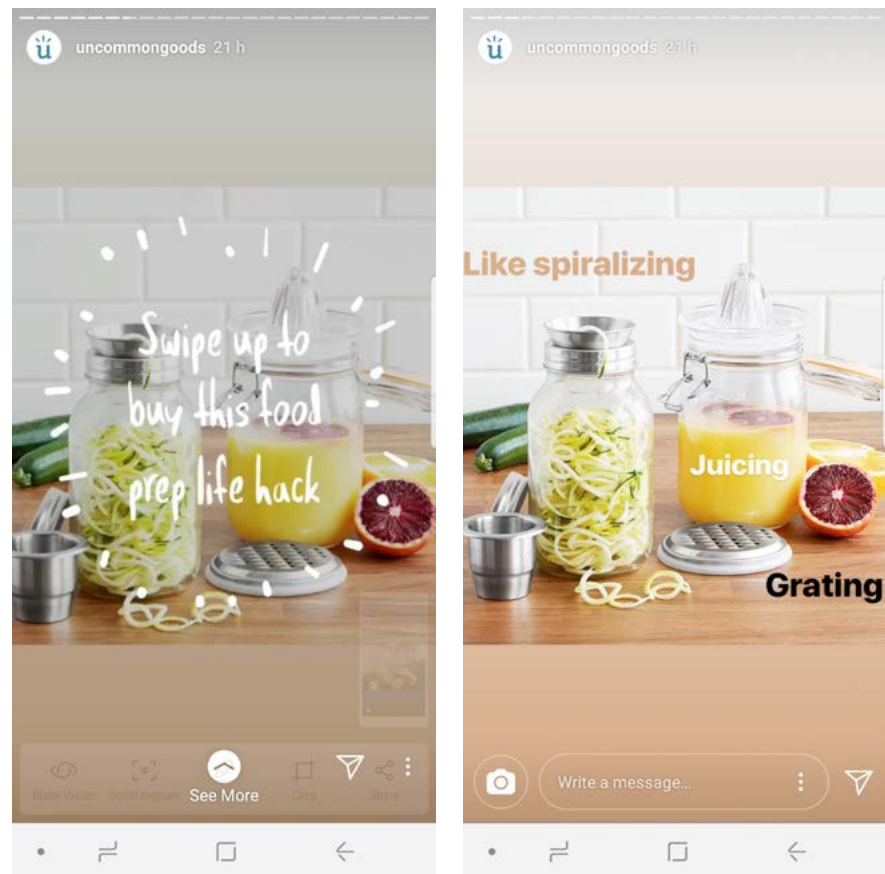
Instagram following: 3,487



Instagram: **uncommongoods**

Our Kilner® Spiralizer and Juicer Jars were featured on Uncommongood's Instagram story.

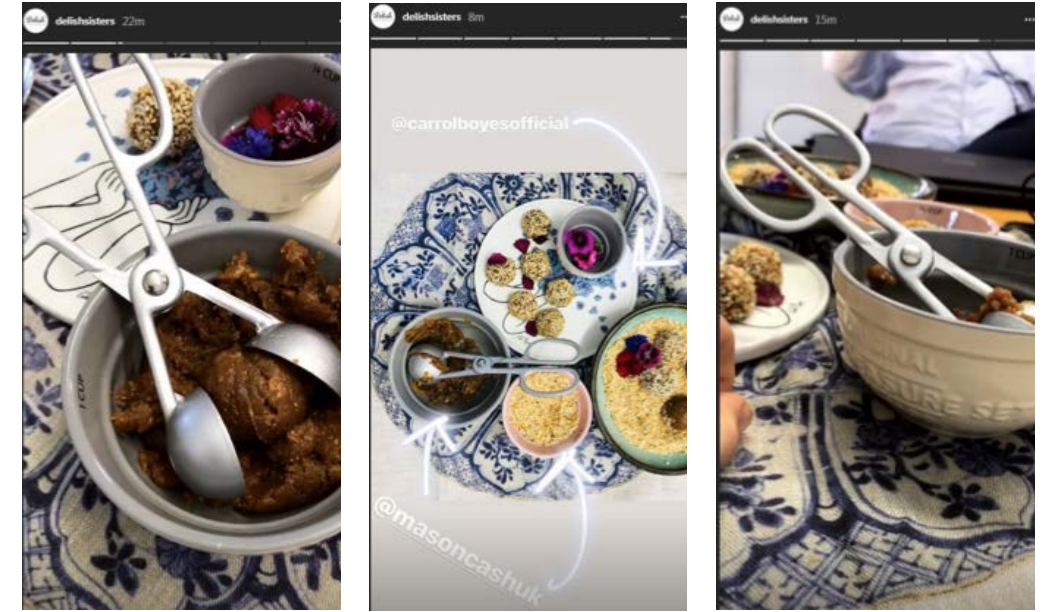
Instagram following: 45.1K



Instagram: **delishsisters**

Featured the Mason Cash Innovative Kitchen Prep Bowls on their Instagram story in South Africa.

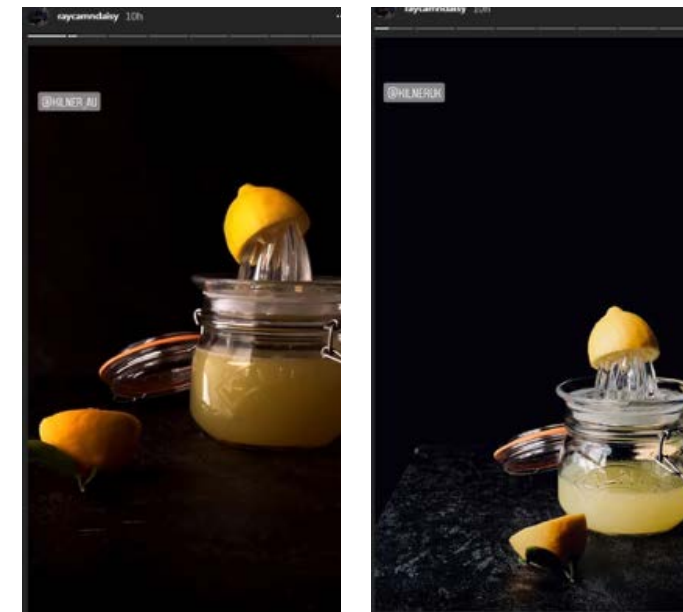
Instagram following: 7,422



Instagram: **raycamndaisy**

Featured the Kilner® Juicer Jar on their Instagram story and feed in Australia.

Instagram following: 7,184



# SOCIAL

## The Gypsy Cowgirl

Gypsy Cowgirl Kitchen (homesteading blogger) has been featuring a number of Kilner® products on her Facebook and Instagram.

Instagram: [gypsyncowgirlkitchenco](https://www.instagram.com/gypsyncowgirlkitchenco)

Gypsy Cowgirl Kitchen has featured the Kilner® Kombucha Set, the Kilner® Measure & Store Jar, the Kilner® Butter Churner and the Kilner® Canning Jars in a number of her posts.

Instagram following: 1,041

She has also shared a lovely image of a Kilner® Clip Top Jar on Instagram and Facebook.



Facebook: **Gypsy Cowgirl** has shared videos using the Kilner® Kombucha Set, the Kilner® Measure and Store Jar and a Kilner® Clip Top Jar.

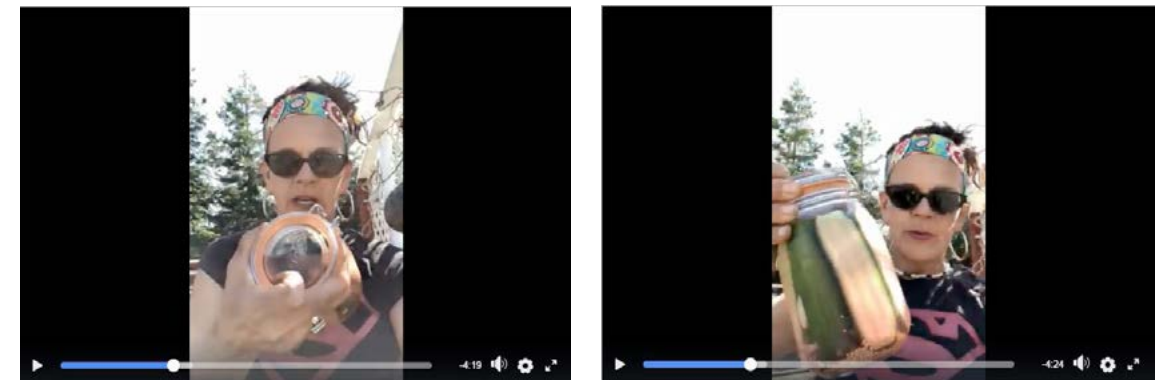
Facebook following: 2,009



Facebook video views: 755



Facebook video views: 449



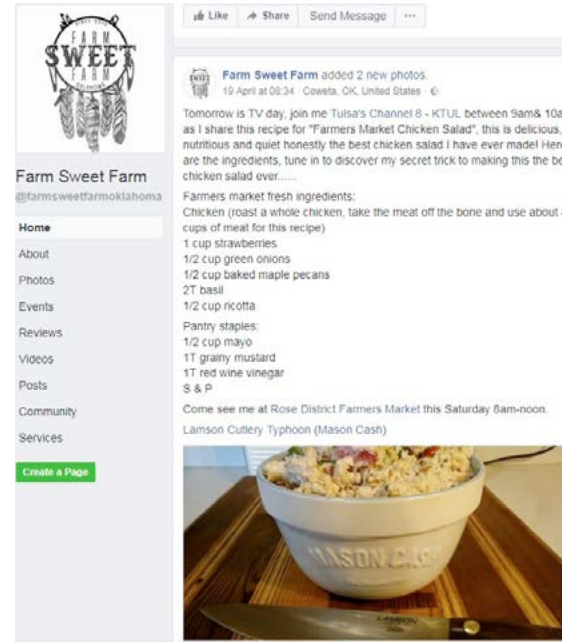
Facebook video views: 386

# SOCIAL

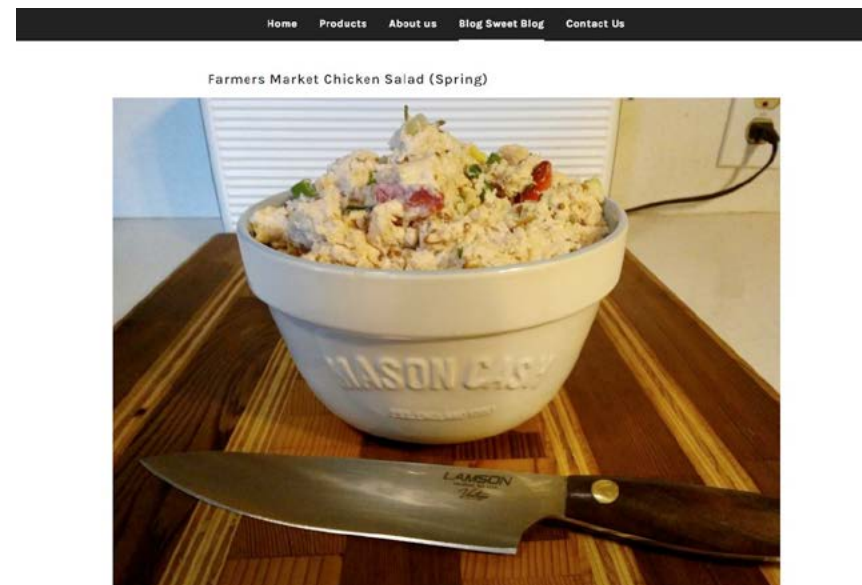
## Farm Sweet Farm

Facebook: Blogger **FarmSweetFarm** has featured a number of Mason Cash items on her Facebook posts.

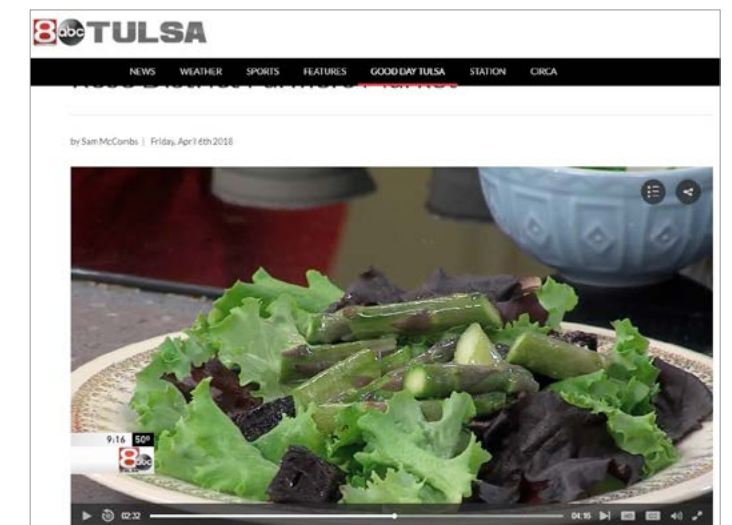
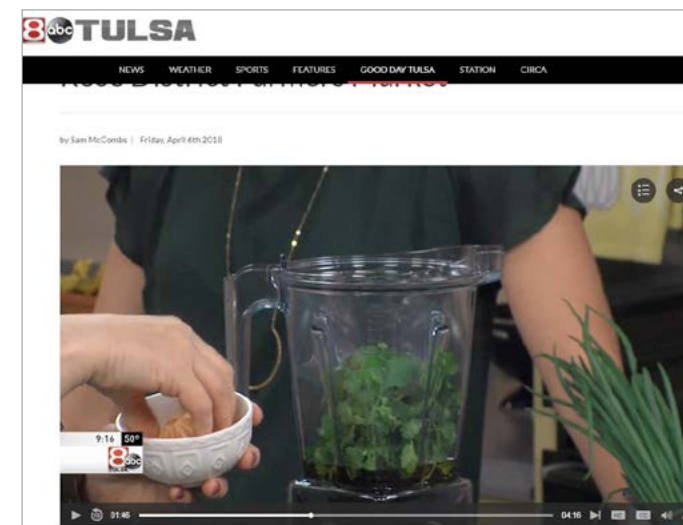
Facebook following: 998



Blog: **Farm Sweet Farm** Oklahoma has featured the Mason Cash Bakewell Mixing Bowl in her Farmers Market Chicken Salad recipe.



Typhoon Homewares



**Farm Sweet Farm** has featured a range of Mason Cash Products in her fortnightly segments on ABC Tulsa and her Youtube Channel.

Spotted Spring 2018

# SOCIAL

**Farm Sweet Farm** has featured a range of Mason Cash Products in her fortnightly segments on ABC Tulsa and her Youtube Channel.



Farmers Market Chicken Salad  
50 views  
Farm Sweet Farm Oklahoma  
Published on Apr 20, 2018



Farmers Market Chicken Salad  
50 views  
Farm Sweet Farm Oklahoma  
Published on Apr 20, 2018



Cauliflower Cheese Nina Style  
57 views  
Farm Sweet Farm Oklahoma  
Published on Nov 9, 2018



Farmers Market Chicken Salad  
50 views  
Farm Sweet Farm Oklahoma  
Published on Apr 20, 2018



Cauliflower Cheese Nina Style  
38 views  
Farm Sweet Farm Oklahoma  
Published on Jun 1, 2018



Simple refrigerator pickles ( with a suprise visitor in the background)  
115 views  
Farm Sweet Farm Oklahoma  
Published on Jun 15, 2018

# TV

**Henry Ford's Innovation Nation with Mo Rocca, CBS**

Our Kilner® Butter Churner has been featured on the show, with our very own Liz Wheildon talking about how it's used.



**Menu di Giallo Zafferano** (Italian TV Show): features Kilner® Fermentation Set.

# TV

**Menu di Giallo Zafferano** (Italian TV Show) features Mason Cash Mixing Bowls and Vanilla Color Mix Mixing Bowl.



**Masterchef Australia** features Mason Cash In The Forest and Colour Mix Mixing Bowls.



# THE ROYAL WEDDING

We were so excited to see our iconic Mason Cash Cane Mixing Bowl at the center of the official photography released by The Royal Family and Kensington Palace in the press and social media all around the world.

Total reach: over 61.35m

Total engagement across Facebook, Instagram and Twitter: over 720K comments, likes and shares.



Instagram/Twitter: **kensingtonroyal**

Instagram following: 6.2m



# THE ROYAL WEDDING



Instagram/Facebook: **violetcakeslondon**

Instagram following: 212K



Twitter: **@reuters**

Twitter following: 19.8m



Instagram/Twitter: **theroyalfamily**

Instagram following: 3m



Twitter: **@bostonglobe**

Twitter following: 719K



### 3. WHAT'S NEW?

**TYPHOON**  
Homewares

## RECENT TRADE SHOWS

We've been busy!

New York Table Top Show April 2018

**FortyOneMadison**  
THE NEW YORK MERCHANDISE MART

Our team had a busy four days meeting with new and existing customers at our showroom on at Madison.

Not only were we able to show off our new products for this season, but also our recently refurbished showroom!



Do it Best Spring Market May 2018



We had an amazing center aisle location at this year's Spring Market!

## OTHER SHOWS WE'VE ATTENDED

- Minneapolis Mart, April 22nd-24th
- Dallas Market Center, June 20th-26th
- Minneapolis Mart, June 24th-26th

## UPCOMING TRADE SHOWS

- AmericasMart Atlanta Show, July 10-17th
- United Hardware Show, July 27th-29th
- Minneapolis Mart, August 3rd-8th
- NY Now (41 Madison Show) August 12th-15th
- Ace Hardware Fall Convention, August 16th-18th
- Seattle Gift Show, August 27th-20th
- Mid-States Show, August 19th-21st

## 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®, City Gift and Toys, South Africa





Kilner®, Mason Cash and Typhoon displays at Kitchenique, South Africa



Typhoon Homewares

Kilner®, Tokyu Hands, Loft and Journal Standard, Tokyo



Spotted Spring 2018

Fezziwigs, O'Fallon, Illinois features a gorgeous Mason Cash Display



Kilner®, Frosts Garden Centre, UK.

Gordale Garden Centre features a great Kilner® and Mason Cash display



Mason Cash Original Cane, Woburn, China

Kilner® Eataly, NYC



Kilner® and Mason Cash, Harrods, London



Lords, Holland Park, London features a variety of Kilner® products.



Minimax, Australia features great Kilner® displays both in-store and in the window.



Lords, Westbourne Grove, London also features a beautiful window display.

Lord, Hampstead, London features an array of Kilner® products in its window display



**TYPHOON**<sup>®</sup>

H o m e w a r e s

**SPOTTED**

— **SPRING 2018** —

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