

## FRESH SOLUTIONS FROM FRIELING USA

Offering fresh solutions™ from around the world for more than 25 years, Frieling has cultivated strategic alliances with leading European manufacturers to create a one-stop shop for innovation and quality in gourmet kitchenware, tabletop and cookware. Frieling's products are widely used in home kitchens, but are actively used in the best hotels, restaurants and country clubs across the country – a testament to Frieling's high quality and design standards.

True to its "fresh solutions" motto, Monika and Bernard Schnacke, Frieling Co-Founders and their team, are always looking for a solution to a problem, not just another product. The company has been passionate about answering this

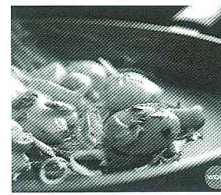
need with innovative coffee/tea accessories, cookware, bakeware, serveware, food storage containers, decalcifiers, gadgets, dinnerware, flatware, mortars and pestles and more.

This is an exciting time of growth for Frieling. To support this growth, Frieling expanded its sales and marketing team with the promotion of Yung Lindenbeck to Vice President, Sales and Marketing, and the addition of Mark Harris, Executive Vice President, Sales. The company has recently completed its first year at a new headquarters with triple the square footage of its previous facility, and it is adding several innovative new lines to its kitchenware and tabletop collections.

WOLL®, which produces award-winning, German-made, diamond-reinforced nonstick cookware, formed a strategic alliance with Frieling USA. As of December 2014, WOLL has joined the prestigious Frieling family of brands that includes Cilio, EMSA, Durgol, Seltmann Weiden, Sitram, Pintinox and Zenker.

In 2015, Frieling is introducing several "fresh solutions" in the cookware category, including new WOLL nonstick cookware, and new saucepans in the patented BLACK CUBE™ Stainless Nonstick Cookware line.

The company is also expanding its kitchenware line with the new French Press in black, which features stainless steel construction and a two-stage filtering process that delivers full-bodied fla-



vor and removes all coffee sediment. This new two-stage filtering process is also being incorporated into its existing line of mirror and matte finish French presses.

Frieling is well known for having surprises at its International Home + Housewares booth in Chicago, and this year is no exception. There are new products in the tea and gourmet kitchenware categories, including the patented Easy Clean Tea Filter, making loose tea preparation and clean up a breeze. Retailers will appreciate a new POP display for its bestselling Cilio wine bottle stoppers and additional packaging improvements.

For more information, contact Frieling at 800.827.2582, visit [www.frieling.com](http://www.frieling.com) or stop by the Frieling booth #S1210.

## DISPOSABLE JUICE BOX RECEIVES A+ RATING FROM MOMS

Disposable juice boxes contain high amounts of sugar that can lead to childhood obesity and diabetes. Just two disposable juice boxes a day add up to 28 pounds of sugar a year – and that's just by lunch time!

Disposable juice boxes are also susceptible to mold. Just a tiny, pin-sized hole can cause mold to grow inside a juice box. Many of the juice boxes on the market aren't transparent – who knows what's inside that box.

Parents are looking for ways to help

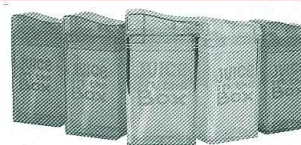
manage their children's lifestyles, and managing high-sugar and processed juice intake is a large part of the solution. There are a lot of recipes and articles out there to help parents pack the right foods for school lunches and on-the-go trips, but few that refer to the drinking portion of the meal. Parents spend a lot of time and money on the healthy food, but then stuff a juice box in the lunch bag for convenience.

Not any more. Precidio Design has designed the ultimate, reusable juice box that can be filled with all sorts of healthy

drinks – from water to organic juices to even milk. This new, portable juice box is perfect for families looking to reduce high-sugar drinks and send their kids to school with healthy, low-sugar options.

Shaped like a traditional store-bought juice box, Juice in the Box is a durable, boxy-shaped drink container that is spill-proof and leak-proof, making a great choice for families on the go. No more worrying about spills in the car, drips on the new sofa or soggy sandwiches in the lunch box.

Juice in the Box fits perfectly into



lunch boxes and is made of the highest quality, safest and most durable material – USA-made Tritan™ – and can be reused thousands of times! It's dishwasher safe (top shelf, please!) for Mom so no worrying about mold or bacteria.

Juice in the Box comes in five fun-filled colors – green, orange, pink, red and blue – and retails for just \$11.99 at [www.juiceinthebox.com](http://www.juiceinthebox.com).

Visit Precidio Design at booth #S1010. For more information, go to [www.precidio.com](http://www.precidio.com), call 905.412.0156 or email [info@precidio.com](mailto:info@precidio.com).

## TIGER CORPORATION INTRODUCES STAINLESS ELECTRIC WATER HEATER

Japan Tiger Corporation of U.S.A., a division of Tiger Corporation, a leader in small kitchen electrics, announces the introduction of a new black and stainless electric water dispenser. The PDU-A comes in three convenient sizes: 3.0L, 4.0L and 5.0L for people who enjoy hot beverages every day, whether at home or in an office setting. The PDU-A will be shown in the Tiger Corporation booth #L13131.

A new soft touch lever makes it easy to dispense the hot liquid at the push of a button. With four pre-pro-

grammed temperature settings (208°F/194°F/176°F/158°F), the PDU-A heats the water to the desired temperature. In addition, a reboil function quickly brings water back to boiling. The water heater can be used for a variety of beverages such as very hot liquids for tea and instant foods and lower temperature water for baby formula.

Two sleep-timer settings (six-hour or nine-hour) allow for water to boil at a pre-selected time so it is ready when needed. Additional features include an energy saving setting and a safety shut-

off in the event of low water in the unit. The PDU-A is also spill proof and leak proof.

"We're excited to introduce the PDU-A Electric Water Heater to the U.S. market. The sleek black and stainless design will complement any kitchen whether at home or in the office," said Mr. Kentaro Matsumoto, President of Japan Tiger Corporation of U.S.A. "The new light-push lever makes it easy to use without fear of splashing and the four temperature settings means the water will be available for different types of teas and other hot liquids."

Additional features include a nonstick inner container for easy cleanup, and a dechlorination feature that elimi-



nates unpleasant taste.

### About Japan Tiger Corporation of U.S.A.

Japan Tiger Corporation of U.S.A., Torrance, Calif., is a division of Tiger Corporation based in Japan. Since Tiger Corporation was founded in 1923, it has continued to deliver accessible household products for daily living. It all started with glass vacuum bottles and went on to expand to rice cookers, electric water heaters and other cooking appliances.

Visit Tiger Corporation at booth #L13131. For more information, go to [www.usa.tiger-corporation.com](http://www.usa.tiger-corporation.com) or call 310.787.1985.

## JUICE WHOLE FRUITS AND VEGETABLES WITH KUVINGS WHOLE SLOW JUICER

Getting proper nutrition just got easier with the Whole Slow Juicer from Kuvings, a vertical masticating slow juicer that features an industry-first 3.5-inch feeding tube to accommodate whole fruits and vegetables.

The Whole Slow Juicer, which has garnered enthusiastic reviews from juicing experts and was recently reviewed in Consumer Reports, will be demonstrated at booth #L12540.

Because it can juice whole fruits and

vegetables, the Whole Slow Juicer not only saves prep time, but it extracts more nutrients than conventional juicers and preserves valuable enzymes that can be lost due to oxidation caused by cutting or chopping produce to fit small-mouth juicers.

"Juicing is a fast, easy, and delicious way to give adults and children the variety of nutrients they need to feel happy and healthy," said nutrition expert and certified Nutritional Therapy Practitioner

Margaux J. Rathbun. "Even picky eaters who are not getting the proper amount of green vegetables will enjoy juices mixed with some delicious fruit! They will never know that they are getting a daily dose of beneficial vitamins, minerals and enzymes."

The Kuvings Whole Slow Juicer handles even the toughest produce, due to its powerful 240-watt, low-speed motor. The world's strongest brushless motor, manufactured by Kuvings, minimizes friction and noise, for cool, quiet and stable operation. Other features include a convenient Smart Cap to prevent drips and enable creation of mixed drinks, easy cleaning and assembly and a dual safety system.

The Whole Slow Juicer from



Kuvings comes in silver, white and red and is available online at [www.shop-kuvings.com](http://www.shop-kuvings.com), [www.williams-sonoma.com](http://www.williams-sonoma.com), [www.bedbath-beyond.com](http://www.bedbath-beyond.com) and [www.amazon.com](http://www.amazon.com). It comes with three patented tools that make cleaning fast and easy, an instruction manual, recipe book and sorbet attachment.

Bundles are also available that include a smoothie attachment. MSRP is \$429.

Visit Kuvings at booth #L12540. For more information, visit [www.kuvings.com](http://www.kuvings.com), call 888.682.5559 or email [support@kuvings.com](mailto:support@kuvings.com).