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Regal Ware Launches New E-Commerce Initiative

Kewaskum, Wisconsin (March 27, 2015) - Regal Ware, Inc. is proud to announce the launch of its newest website, americankitchencookware.com. This website, which promises to provide cooking enthusiasts the tools they need to inspire delicious results and experiences, showcases the revived American Kitchen® brand previously sold only in select retail destinations.

The initial Web offering includes premium tri-ply stainless steel construction pots and pans, both with and without nonstick coatings, and the selection will grow as the company continues to identify products that fit the criteria: quality products that provide great results and a great cooking experience.

About Regal Ware

Regal Ware is known for producing the world's finest cookware for families – Made in the USA, and is the premier manufacturer of high quality stainless steel cookware in the United States for the direct sales market worldwide. Regal Ware's core values of integrity, dedication, performance and pride define the company. Its innovative engineering and legacy of quality manufacturing dates back to 1911. Regal Ware is committed to bringing people back to the table, and is doing so through consumer initiatives and product offerings that make cooking easier and more enjoyable. Regal Ware products include stainless steel and cast aluminum cookware as well as stainless steel bakeware available exclusively through direct-to-the-consumer sales channels. For more information visit www.regalware.com.

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