



REGAL WARE, INC. 1675 REIGLE DR. KEWASKUM, WI 53040 USA PHONE: 262-626-2121 FAX: 262-626-8565 [www.regalware.com](http://www.regalware.com)

Contact:	Karen Zenner	Phone: 262-626-8520
	Regal Ware, Inc.	Cell: 262-707-9453
	e-Mail: <a href="mailto:kzenner@regalware.com">kzenner@regalware.com</a>	Fax: 262-626-8690

## Regal Ware to Host more than 200 Sales Consultants

In recognition, *West Bend Mayor declares*  
*Friday, July 24, as “Saladmaster® Cookware by Regal Ware” Day*

**Kewaskum, Wisconsin (July 16, 2015)** – Regal Ware, Inc. will welcome more than 200 independent sales consultants to tour their manufacturing facility in West Bend, WI on Friday, July 24. The consultants sell Regal Ware’s Saladmaster® cookware brand and are traveling from South Korea, Philippines, Latin America and from across the USA to visit the Home of the World’s Finest Cookware for Families.

These guests have delivered exceptional results to achieve this trip by selling a minimum requirement of Saladmaster cookware; and many of them have set new sales records to qualify. In recognition of their accomplishments and contribution to the community, West Bend Mayor Kraig Sadownikow has proclaimed Friday, July 24, 2015 as Saladmaster® Cookware by Regal Ware Day.

The majority of the tour group is coming from South Korea, where Saladmaster is recognized as one of the strongest direct sales brands and is also one of the fastest growing regions in the world for Saladmaster sales. They have experienced approximately 400% growth since 2010 as a result of the Korean culture’s strong desire for quality goods and products that add value to their lives.

### About Regal Ware

Regal Ware located in Kewaskum, WI is known for producing the world’s finest cookware. All products are made in the USA. Regal Ware 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](http://www.regalware.com).

**~ END ~**