



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)

**For more information:**

Pat Seitz

262-626-8611 (office)

262-247-6586 (cell)

[pseitz@regalware.com](mailto:pseitz@regalware.com)

**FOR IMMEDIATE RELEASE**

**Regal Ware Highlighted in Reader's Digest**

**Kewaskum, Wisconsin (November 4, 2010)** – Regal Ware is highlighted as one of “Nine of Our Best Homegrown Products” in the November issue of *Reader's Digest*, joining such iconic companies as Airstream and Louisville Slugger. Under the title “Still Made Here – Proudly”, Regal Ware appears as part of a “Made in the USA” feature story in the magazine.

The distinction comes on the heels of Regal Ware being named Business of the Year by the West Bend Area Chamber of Commerce, and also being honored this year as among the Top 100 Direct Selling Companies in the World.



## **About Regal Ware Worldwide:**

Regal Ware is the premier manufacturer of high quality stainless steel cookware in the United States. Regal Ware's core values of integrity, dedication, performance and pride define the company, its innovative engineering and legacy of quality manufacturing that dates back to 1911.

Regal Ware was recently named **Business of the Year** by the West Bend Area Chamber of Commerce, and was also recently honored as being among the **Top 100 Direct Selling Companies in the World**. In 2010 Regal Ware received the **Direct Selling Association's Century Award** in recognition of 100 years of manufacturing high quality cookware.

In response to recent trends, 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 available through both the direct selling and retail sales channels; and drinking water treatment systems for the home. For more information visit [www.regalware.com](http://www.regalware.com); and view our corporate video at <http://www.regalware.com/our-company/corporate-video>.