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## FOR IMMEDIATE RELEASE

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## Ryan Reigle Appointed Group Vice President of Regal Ware's Direct Sales Division

**Kewaskum, Wisconsin (April 25, 2018)** – Regal Ware, Inc. is pleased to announce Ryan Reigle as the newly appointed Group Vice President – Direct Sales, which includes the Saladmaster and Kitchen Fair brands, effective May 1, 2018. Ryan will also be joining Regal Ware's Board of Directors.

In this new position, Ryan will be responsible for providing vision and leadership in the development of the strategic plans. In addition, Reigle will manage and oversee the financial and operational plans to ensure the divisions have the proper resources and overall global direction to deliver sales and profit growth.



Ryan, the great-grandson of Regal's founder, J.O. Reigle, began his career with Regal Ware in May 2007. In prior roles with Regal Ware, Ryan has worked in operations, Regal Sales, and most recently as President of Saladmaster. While at Saladmaster, Ryan and his leadership team have grown the division by 20+%. The keys to his success have been the involvement of the global sales leadership team, building the organization structure to support the global dealerships, and the focus on multi-year product planning and promotional programs.

Ryan's office will remain at the Fort Worth headquarters.

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## **About Regal Ware**

Regal Ware, Inc. is a privately-held, American-owned company that manufactures and markets exceptional quality stainless steel and cast aluminum cookware. Our products are designed to help strengthen families around the world by creating memorable experiences and traditions around the table. We reach those tables through a direct-to-consumer strategy, which helps empower and change the lives of our independent dealers and distributors in more than 60 countries across the globe, and is complemented by select retail engagements and our e-commerce platform.

For more than 100 years, cookware by Regal Ware has been produced in our Wisconsin manufacturing facilities, and is sold under a variety of brand names through direct-to-consumer channels, including Saladmaster<sup>®</sup>, Kitchen Fair<sup>®</sup>, Lifetime<sup>®</sup>, Classica<sup>®</sup>, and Royal Queen<sup>®</sup>. In addition to American Kitchen<sup>®</sup> Cookware, Regal Ware recently unveiled its latest brand, 1919 Cookware<sup>™</sup>, which will be available online and in select retail locations in late June. For more information, visit [www.regalware.com](http://www.regalware.com).

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