



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:	Pat Seitz	Phone: 262-626-8611
	Regal Ware, Inc.	Cell: 262-247-6586
	e-Mail: <a href="mailto:pseitz@regalware.com">pseitz@regalware.com</a>	Fax: 262-626-8532

## Discovery Channel Chooses Regal Ware

**Kewaskum, WI (June 12, 2009)** – When the production company for the Discovery Channel’s new show, “How Stuff’s Made”, wanted to know how to make cookware, they came to Regal Ware. It took two days of filming to cover the many activities inherent in manufacturing cookware that is recognized throughout the world for its quality. “How Stuff’s Made” is a new show that will premier in Fall 2009. It is expected to be similar in format to a show currently shown on the channel entitled “How It’s Made.”

“When we were contacted it struck us as a good opportunity,” said Jeff Reigle, President and CEO of Regal Ware. “We are proud to make these products in the USA and we want people to know about it.”

A full day was spent taping the steps involved to manufacture American Kitchen™ stainless steel cookware, a new retail line introduced by Regal Ware. The American Kitchen™ line was recently awarded the 2009 Award of Excellence in the category of Cookware: Enamel on Steel by *Home Furnishing News*, a trade publication targeted to buyers and senior executives at both the retail and supplier levels. The American Kitchen™ cookware line is manufactured in the company’s West Bend, Wisconsin manufacturing plant.

The second day of taping was conducted at Regal Ware’s Kewaskum, Wisconsin facility and focused on the start-to-finish production of Kitchen Fair®, a cast aluminum product sold exclusively through direct to the consumer sales by independent distributors. One of the more interesting and challenging segments focused on the foundry where aluminum bars are melted in preparation for the casting process.

Regal Ware was founded in 1945 and, via expansion and acquisition, can now claim a legacy of quality manufacturing dating continuously back to 1911. With such an extensive history of cookware manufacturing in the United States, Regal Ware was the logical choice for the Discovery Channel.

Exact air dates for the cookware segments on “How Stuff’s Made” are not yet available.

### **About Regal Ware Worldwide:**

Headquartered in Kewaskum, Wisconsin, Regal Ware Worldwide is the premier manufacturer of high quality stainless steel cookware in the United States. Driven by innovative engineering and a legacy of quality that dates back to 1911, Regal Ware remains committed to the philosophy of integrity, dedication, performance and pride. Regal Ware’s product offerings include stainless steel cookware and cast aluminum cookware available through both the direct selling and retail sales channels; and drinking water treatment systems for the home. Regal Ware products are proudly made in the USA at manufacturing facilities located in West Bend and Kewaskum, Wisconsin. For more information on Regal Ware visit [www.regalware.com](http://www.regalware.com).