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FOR IMMEDIATE RELEASE

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Regal Ware Expands Sales Portfolio by Adding Select Christopher Kimball Milk Street Products

Kewaskum, Wisconsin (Feb. 25, 2019) – Regal Ware is proud to announce we are now representing and selling the Christopher Kimball Milk Street brand to Retailers. Offerings include Regal Ware’s Christopher Kimball by 1919 Cookware, Milk Street spices, KAF Home kitchen textiles and Amici Home kitchen storage and tabletop. The addition of these items will allow us the opportunity to offer exclusive and unique packages for the modern cook to use in the kitchen on an everyday basis.

Christopher Kimball’s Milk Street brand offers a new approach to cooking that can help the home cook transform their cooking. From the spices of north Africa to the vibrant flavors of Sichuan to the true cooking of the American south, their approach to the home kitchen is neither ethnic nor traditional. It is an amalgam of many cultures that begins with what is authentic by visiting real cooks in their homes from Dakar to Oaxaca, letting their voices and food ring out, showing us here at home the path towards our culinary future. “New ingredients, new techniques and a new repertoire inspired by cuisines from all over the world are about to revolutionize home cooking. New recipes also demand new tools and new cookware,” said Christopher Kimball.

“The addition of the Milk Street product line fits our vision of enriching life by bringing families together and builds on our passion of creating memorable experiences and traditions around the table,” said Matt Reigle, VP of Retail and Strategic Marketing, Regal Ware. “The Christopher Kimball Milk Street collection offers inspiration for a simpler, fresher, bolder approach to cooking.”

If you are attending the 2019 International Housewares Show and are looking to expand your product offering to your culinary customers, please visit us at booth #S3215 to see our wide range of Christopher Kimball Milk Street products.

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-the-consumer channels, including Saladmaster®, Kitchen Fair®, Lifetime®, Classica®, and Royal Queen®. In addition American Kitchen®, 1919 Cookware™, Christopher Kimball by1919 Cookware™, and ESPRO coffee and tea presses are available online and in select retail locations. For more information, visit www.regalware.com.

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