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## FOR IMMEDIATE RELEASE

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## Regal Ware is Proud to Celebrate its 75th Anniversary!

**Kewaskum, Wisconsin (July 30, 2020)** – August 6, 2020 marks the 75th anniversary for Regal Ware, an American owned marketing and manufacturing company anchored in the food and beverage industry, bringing premium products to families since 1945.

The Regal Ware history is a long story of family, craftsmanship, entrepreneurialism and opportunity. Regal Ware founder J.O. Reigle started the company in 1945 out of a desire to build "the finest plant with the finest equipment to produce and sell the world's finest cooking ware."

As a business owner, salesman, philanthropist, and family man, J.O. Reigle embodied the self-reliance, core values, innovation, and resolve that have become the cornerstone of Regal Ware. With both third & fourth generations of the Reigle family and countless other multi-generational families working for Regal Ware, J.O. Reigle built more than a company, he created a legacy of excellence that continues to live on today.

"Something our founders instilled in our company culture, all those years ago, is that everybody matters and that success comes from empowering and supporting those around us," remarked Company President & CEO, Jeff Reigle. "We have achieved this 75 year milestone through the collaboration, ingenuity and dedication of our employees. We know that it's not just our passion for our customers that has boosted us to the top; it's our emphasis on delivering superior quality in everything we do, our pledge to maintain integrity in all business practices, and our dedication to innovation and continuous improvement. It's our exceptionally skilled and talented staff, our commitment to workplace diversity, and our long history of treating everyone with dignity and



respect. And, it's our connection to our local community, where our employees donate countless hours of service and where we direct much of our financial support. We heartily recognize that the success of our company comes directly from the success of our customers, our business partners, and our employees.”

Today, our people still make the difference in how we do business. It is the entrepreneurial spirit and active collaboration in a diverse environment that creates those meaningful products and services that make us differentiated and valuable to our partners and consumers. We are in business for and because of our customers. We proudly conduct business in 45+ countries. The products we make every day make a difference in the world and in people's lives. Not just because of sales, but because of how they help people maximize the nutrition in their foods. Regal Ware is also devoted to supporting the growth and success of the entire cookware industry, as long-standing members of the Direct Selling Association, the Cookware Manufacturers' Association, and the International Housewares Association.

### **About Regal Ware**

Regal Ware, Inc. is a privately-held, American-owned company that manufactures and markets exceptional food and beverage products. 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 45 countries across the globe, and is complemented by select retail engagements and our e-commerce platform.

Regal Ware, founded in 1945, acquired the assets and heritage of The West Bend Company in 2002 and celebrated 100 years of manufacturing in 2011. Regal Ware cookware products are produced in our Wisconsin manufacturing facilities and sold under a variety of brand names through direct-to-the-consumer channels, including Saladmaster®, Lifetime®, and Classica®. In addition American Kitchen® and ESPRO coffee and tea presses are available online and in select retail locations. For more information, visit [www.regalware.com](http://www.regalware.com).

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