

Vendors In The News

SALTON/APPLICA READY TO MERGE

Salton U.S. and Applica – both of whom were conspicuously absent from the Chicago show floor this March – are still waiting for final approval but the merger of the two appliance giants seems inevitable. Despite plunging profits in recent years, the merger is expected to create one of the largest public companies in America. It will include brands such as George Foreman, Toastmaster (the name under which they operate in Canada), Melitta, Russell Hobbs, Black & Decker and Windstorm. Consolidated annual sales will be in excess of \$1 billion, however the total debt of the combined company is about \$325 million.

Applica says it has already entered into a cross-licensing agreement with Salton to use some of each other's brand names in specific markets in exchange for specified royalties.

Chef 'n celebrates 25 years of innovation

It's been 25 years since innovative David Holcomb decided to rethink the way kitchen gadgets are designed and launched the Chef 'n Corporation. Over the years, he has earned 750 patents and now sells over 60 products but it was the iconic Pepper Ball, introduced in 1990, that put Chef 'n on the home-ware map. This year, the company unveiled several new items, including the OZBlast – a silicone heating bowl that holds out and comes with a storage base. Chef 'n products are distributed in Canada by Danesco.



Beller & Co. has announced the winner of a recent draw for a trip to the Czech Republic, which took place during the OCGA Spring Show in Toronto. The winner was Helene Hamel of La Cacherie in Montreal. Her prize package included return airfare and hotel accommodations for two for a 7-day stay in Prague in the Czech Republic. Also included is \$500 spending money and a tour of a local glass-making factory.

Chef Didier serves up Trudeau products in style

On February 15, members of the Toronto media had the rare pleasure of an evening of fine cuisine at Toronto's famed midtown eatery, Dubois. Master Chef (and owner) Didier Leroy personally created a superb menu using home-ware and cookware from Trudeau. Fine wines were served in stemware distributed by Trudeau. The event helped kick off the company's new line of fruit and vegetable peelers, each designed for a specific task.



On the left, from top left, guests were treated to a platter filled with new Trudeau fruit and vegetable peelers. The evening was organized by Susan Desbrières and hosted by Ingrid Salton, president of Trudeau. Chef Didier Leroy used a Trudeau pepper mill. The kitchen staff was taken with Trudeau-servicing dishes, bowls and gadgets, while members of the media watched an OCGA livecast of the pre-dinner reception.

