

ONE WORD SAYS IT ALL.

FOR IMMEDIATE RELEASE-FOR IMMEDIATE RELEASE- FOR IMMEDIATE

LUMINARC FLEXING MULTI-CATEGORY MUSCLES IN CHICAGO

At the 2014 International Home & Housewares show, Luminarc will be living up to its “One Word Says It All” theme with some powerful product statements being introduced.



- **Stemware:** Long the leader in stemware innovation and quality, Luminarc is presenting 2 new lines at 2 key price points. *Harmony*, a contemporary new shape hits the value sweet-spot at only \$9.99 retail for a set of 6! While a new, structured, large capacity collection called *Eminence* rings in at the moderate level \$9.99 for a set of 4



- **Barware:** Addressing the hot trend in Craft Cocktails and Beers, Luminarc is introducing a 15 sku collection with the sizes and shapes most commonly found in the trend-forward bars and restaurants today. Borrowing many from its food service collection, the goal of the collection dubbed “*Barcraft*” is to make the authentic, on-premise, cocktail and beer experience available at home. The collection includes sets of 4 and 6 and carries suggested retails from \$9.99 to \$14.99.



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- o **Coke Float Set:** A favorite childhood memory that we never seem to grow out of...that’s the Coke Float. What could be better than the world’s favorite soft drink combined with the world’s favorite dessert? Our set includes all you need to prepare and enjoy this delectable indulgence...4 Classic Coke Fountain glasses, 4 spoon-straws and an official Coca Cola Ice cream scoop! The 9 Piece set retails for \$14.99.
- o **Pinnacle Glassware:** The hottest growth line in Vodka for the past 3 years running is Pinnacle Vodka. With flavors that cross the spectrum of unusual sweet-treat tastes, and a colorful sapphire blue bottle...we thought it was the perfect Vodka range to bring to the market with drink-appropriate glassware. Our set of 4 Tall Drink glasses and set of 6 Shot glasses both retail for \$14.99...and make a great shelf-statement in-store.



- **Luminarc Break-Resistant Dinnerware:** One of the best-kept secrets is coming out BIG in Chicago. Luminarc has perhaps the largest collection of break-resistant glass dinnerware in the world. With patterns from modern Graphic, like *Couture* (shown); to Tropical Floral like *Bamboo* (shown) to solids in White, Black and Bone; to Banded and Textured; and more...our offering is second to none. And the price points are market-right, too, with dinner plates ranging from \$2.99 to \$4.99 retail. An entire wall of the Luminarc booth S1428 will be dedicated to showcasing this grand collection...so it looks like the secret will be hard to keep from now on.

There’s these hot products and much, much MORE to see at the **Luminarc Booth S1428**...so be sure to stop by and see firsthand why now, more than ever, One word...LUMINARC...says it ALL for your store!

SEE IMAGES ATTACHED - HI RES AVAILABLE BY REQUEST

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