

# Gadgets & Kitchen Tools

## Millennials Fueling Craft Coffee Market

*continued from page 8*

that the omnichannel experience is another area for future opportunity. “Accessories and add-on products are expected to grow even further and retailers should look to expand their online assortment with these offerings to complement their brick-and-mortar placements,” he said.

In addition, Memedi said that Bodum has witnessed travel style brewers becoming popular as well.

“We are also now offering travel presses, which is a great way to have coffee on-the-go without the waste of paper cups or spending money at a coffee shop when you can get the same great taste at home,” she said.

However, both Memedi and Melzer pointed out that growth in retail, be it in-store or online, is not without challenges.

“Retail priority placement for innovative craft products can be a challenge. The incumbent brands are focused on the old mindset that coffee is a means to wake up with caffeine. Our brands explore the lifestyle mindset of the craft coffee consumer, and retailers need to more prominently display these options in-store,” Melzer said.

Memedi said that with the at-home craft coffee maker segment becoming so competitive, for Bodum, copycat models are also a threat.

“There are many copies out there but we stay ahead by being the original and bringing creative brewing ideas to customers. We are always striving to be well priced and of great quality,” she said.

Other tactics to help vendors rise above the crowd include a heavy focus on social media marketing to provide a sense of community for craft coffee connoisseurs.

“This keeps us in the forefront of the customers’ minds when it comes to choosing their home brew products. Our packaging also always educates the



Epoca has grown its Primula craft and cold brew coffee assortment for home and on-the-go use.

customer on how to brew at home with step-by-step images for the French press, pour over and other items,” said Memedi.

Feeney also noted that the importance of educating the consumer is key. For example, he explained that Lifetime’s recently released La Cafetière cold brew coffee maker comes packaged with recipes, as well as care instructions for the brewer.

“It’s important to show the consumer how to use the item ‘as they know it’ and enhance the experience with a taste for some new ideas as well,” he said.

Another big challenge, Melzer suggested, is keeping up with the changes in how consumers are buying in the marketplace.

“We’re seeing consumers who are buying their products through

new channels, such as online coffee subscriptions. Additionally, consumers are taking on more experienced methods of preparing coffee,” he added.

While it may be a challenge as vendors strive to keep up with consumer demand and changing manual brewing preferences, the demands for new ways to purchase coffee and the increase in experimentation is a strong indicator that the demand for at-home coffee brewers will continue.

“The craft coffee movement, which is already embraced by the country’s largest generational group, Millennials, is well-positioned to capitalize on future industry growth,” said NPD’s Derochowski. **ENR**



Jokari’s new banana hook is designed to attach under a cabinet.

## Jokari Expands Assortment With New Kellogg’s Line

BY LAUREN DE BELLIS  
Senior Editor

CARROLLTON, TX — On the heels of its reinvigorated partnership with longtime creative collaborator Inventionland, Jokari International has debuted its latest collection of kitchen gadgets and tools. The goods also feature the company’s new logo and updated packaging, also designed with Inventionland and under the guidance of Jokari’s CEO, Don Saller.

In addition, as forecasted earlier this year, Saller has secured several new licensing partnerships with beverage and food related brands, including Kellogg’s.

Among the new Kellogg’s licensed products is a cookie dunker that features Ernie the Keebler elf; an Eggo syrup server; Fruit Loops cereal box and a Pringles travel container.

According to the company, the cookie dunker features a twisty straw that holds a cookie for dunking in a glass of milk. Ernie the Keebler Elf sits on the edge of the glass when the straw is not in use.

The new Pringles travel container holds a serving of chips and features a flip-top lid with snap closure.

Meanwhile, the licensed Kellogg’s Eggo Waffle syrup server is microwavable and holds four servings of syrup. It requires 30 seconds to heat up in the microwave.

*continued on page 42*

## Design Awards

*continued from page 6*

champion of locally inspired, designed and crafted products,” said Peter Giannetti, editor-in-chief of *HomeWorld Business*. “It’s exciting to see the maker and artisan movements influencing today’s home product design on local, national and international levels. Such independent creativity is an enduring housewares development cornerstone across all retail channels. The Housewares Design Awards program is proud to support the democracy of commercially viable design excellence embodied by Mo Mullen and West Elm LOCAL.”

“Las Vegas Market is pleased and proud to host the 12th Housewares Design Awards and to recognize West Elm LOCAL as the first-ever Design Influencer of the Year,” said Dorothy Belshaw, president of Gift & Home Décor, International Market Centers. “West Elm’s groundbreaking LOCAL program— with its 500+ makers crafting more than 4,500 products carried in 85 West Elm retail locations nationwide— has positively influenced consumer awareness of locally-designed and produced goods, while also forging a new synergy between independent designers and specialty chain retailers. As the leading furniture, home décor and gift destination in the western United States, Las Vegas Market is committed to supporting pioneering retail initiatives that help to sustain a rich community of artisan vendors.”

Mullen is the architect of the West Elm LOCAL initiative, which partners with local makers and designers from across the country to bring regionally sourced products into West Elm stores. She was instrumental in building the merchandising team for the LOCAL launch in late 2013, and she helped launch West Elm’s first LOCAL Small

Business Grant in 2014, a \$25,000 grant that helps makers grow their small businesses from the ground up.

“We are tremendously gratified to be recognized with this exciting new award, which recognizes and celebrates our store managers for taking on new roles as shopkeepers and entrepreneurs,” Mullen said. “Through LOCAL, West Elm empowers store managers to find and build relationships with local artisans and makers, establishing a local assortment in West Elm stores and on WestElm.com. Each neighborhood store is not only a place of design and discovery, but also an active, communal hub that celebrates and supports local craft.”

The Housewares Design Awards—the premier awards program focused on housewares design innovation— were founded in 2003 by *HomeWorld Business* to honor supplier efforts within the industry to create new ways to improve everyday living, and recognize excellence in 12 core housewares categories. Las Vegas Market will host the Awards for the first time in 2017, as an extension of its overall growth strategy for gift-oriented housewares, tabletop and specialty food.

The winners of the 2017 Housewares Design Awards will be announced and finalists will be recognized at a gala awards presentation ceremony on Tuesday, January 24, 2017. The event, which runs from 4 p.m. to 6 p.m. in the Las Vegas Market’s WorldView Ballroom on B16, will include recognition of 12 “Best in Category” winners; “Best of the Best” Gold, Silver and Bronze Awards; Acceptance address by the Design Influencer of the Year Award recipient; and networking with industry executives, retailers, designers and consumer media. Tickets, which cost \$50 each, can be purchased online at [www.housewares-designawards.com](http://www.housewares-designawards.com). **HWB**



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—Mo Mullen  
West Elm

## Jokari

*continued from page 16*

Jokari’s new licensed Fruit Loop cereal box is a portable container that holds 1 1/4 cups of cereal. It has a flip-top with snap close and can be used in lunch boxes or for other on-the-go situations. The front of the container is designed to resemble the front of a Fruit Loop box of cereal.

Jokari has also rolled out non-licensed products. The wine pump stopper is designed to remove air from opened bottles of wine to help preserve freshness. The wine saver seals in freshness and self opens to pour and aerate wine, before sealing itself when the bottle sits upright.

As for kitchen-specific items, Jokari’s new milk spout features a no-spill pour, re-seal lid and easily screws onto milk containers. According to the company, the product has been designed to work faster and easier than caps, making it a benefit to consumers with arthritis.

The banana hook is designed to attach under a cabinet and hangs bananas to help them ripen evenly. Jokari stated that this process helps to make bananas last longer. In addition, when the hook is not in use, it can be flipped up and out of sight.



Jokari’s cookie dunker features the Keebler Elf.



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