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**FOR IMMEDIATE RELEASE**



Like the Italian ices they're named for, CUISINE SELECT's "Granita" pans come in a wide range of colors and sizes.

## ***MADE IN ITALY***

(Commerce, California) - Look for the "Made in Italy" label at next month's Gourmet Housewares Show, as leading manufacturer Gibson USA introduces a wide range of cookware items produced in one of Italy's most technologically innovative factories.

With production already scheduled for a number of aluminum products under Gibson's CUISINE SELECT brand, the facility employs state of the art techniques to produce the highest quality *cold-forged* aluminum wares in the world.

The first Gibson items will be the new CUISINE SELECT "Granita" line of *commercial-quality* aluminum fry

pans, available in four sizes and a wide range of fashion colors.

The items will carry a suggested retail price of \$29.99 to \$39.99.

"With this more youthful influence of colors, we can add fun and function to cookware," said Kimberly Griffin, Gibson's director of marketing. "Something that we know consumers are looking for is that 'pop' of color in their kitchens that can tie in with the rest of their décor accessories."

Italian cookware has long been recognized as the industry's gold standard, and the vast majority of cookware factories throughout the world still look to the European coun-

try not only for inspiration, but for the actual machinery required for production.

Aluminum cookware still comprises the largest segment of the cookware market today, with non-stick items like "Granita" making up 90% of all aluminum cookware sales.

**Additional images available upon request.**

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Gibson is a worldwide leader in the tabletop, cookware & housewares industry, and for over 25 years, has supplied the world's leading retailers under the Gibson Everyday® and Gibson ELITE® brands. Gibson is also the industry's leading private-label resource and currently markets the country's #1 casual dinnerware line. Visit us at [www.gibsonusa.com](http://www.gibsonusa.com).