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12+4 = RETAIL DINNERWARE SUCCESS

(Commerce, CA) - While dinnerware shoppers still prefer to buy in sets vs. open stock offerings in general, new research by Gibson Overseas, Inc., the nation's leading tableware provider, shows that consumers buy the mugs at nearly half the rate of dinner plates and bowls in an open stock program. Gibson's online survey showed 54% of all participants preferred sets **without** matching mugs, with 78% of those stating a preference for sets (*versus open stock*), choosing "no mug" compositions.

The flexibility of new "12+4" compositions, which offer the option of buying matching mugs separately from the traditional 16 piece set, serves to please consumer preference. The 12 piece consists of four each of the dinner plates, dessert plates, and bowls. Then each 12 piece dinnerware pattern comes with an accompanying matching 4 pack mug set.

Together with dinner plates, dessert plates, and bowls, "mugs have always been included in a standard dinnerware set, but studies show most people prefer to use a glass of some sort during



New CRESSA reactive glaze dinnerware from Gibson, featuring a unique 12+4 set composition.

meals," said Tina Perez, Vice President of Marketing for Gibson. "Now we have the numbers to prove it." Items like CRESSA from the ELITE Couture® line, feature striking reactive glaze patterns in an array of colors ideal for department stores and other high-end retailers.

Gibson maintained the item's luxury appeal with extra touches like a high-end matte finish and a separate gloss logo treatment, Perez said. Gibson is

expanding its 12+4 collection into other dinnerware categories like whiteware, solid color, hand painted, and others.

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Gibson is a worldwide leader in the tabletop, cookware & housewares industries 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.