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*Gibson's new holiday dinnerware with classic St. Nick illustrations.*

## Gibson Continues Coca-Cola Tradition with Holiday Assortment

(Commerce, CA) – Honoring a holiday tradition, Gibson Overseas, Inc., the nation's leading tableware manufacturer, now offers an assortment of nostalgic dinnerware and serveware inspired by the iconic illustrations of Santa Claus that first appeared in Coca-Cola advertising eighty years ago.

The new open stock line includes melacore plates, serving bowls and platters, as well as double-wall plastic and glass tumblers, porcelain mugs, salt and pepper shakers, and more. Many of the pieces feature the famous Haddon Sundblom illustrations that gave rise to the

modern interpretation of St. Nick.

“We’re very happy to incorporate these classic images in the new line,” Michael Kinsler, Gibson Vice President of Merchandising, said. “You can trace the origins of Santa Claus as we know him to 1931 when Coca-Cola began a new holiday advertising campaign. So Santa is turning 80, and this is Gibson’s way of saying ‘Happy Birthday.’”

The new collection also includes melacore plates and tumblers featuring the popular Coca-Cola Polar Bears who starred in a commercial known

as “Northern Lights.” Suggested retail for those items and the Santa-themed assortment ranges from \$2.99 to \$4.99.

“Another highlight of the collection are the porcelain snack jars,” Kinsler said. “They’re sculpted as vintage soda dispensers and tabletop jukeboxes. A bit more nostalgia that’s great for holiday programs.”

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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](http://www.gibsonusa.com).