



D. L. Neipris  
GIBSON OVERSEAS, INC.  
(323) 832-8900 ext.1273  
davidn@gibsonusa.com

June 29, 2011

**FOR IMMEDIATE RELEASE**



*Top: The Claremont and Eventide Collections  
Bottom: Diamond Quilt and Euro Bliss gift boxes.  
Serving bowls and platters, as well as other accessories, available for these and other lines.*



## Serving Up Serveware to Complete a Collection

(Commerce, California) – New consumer research reveals that when buying a complete dinnerware collection, shoppers prefer serving bowls and platters as matching accessories. Over half of the research respondents rated it ‘extremely’ or ‘very important’ to have serving bowls and platters to match dinnerware patterns.

“We think the trend will stay strong, particularly through fall and the holiday season,” said Anne Devito, Marketing Manager for Gibson Overseas, Inc., a leading tabletop provider. “That’s why

we’ve stocked complete collections of some of our most popular dinnerware.”

Ms. Devito said that the matching, in-stock accessories are a crucial part of the retail arsenal in growing average ticket prices for each and every dinnerware sale. The programs feature high-quality porcelain, reactive glazes, and unique styles – from classic embossed designs to one-of-a-kind crackle surfaces – that are the hallmarks of Gibson’s casually elegant dinnerware.

“And with all the accessories ready to ship right now, including the serveware, we’re confident retailers will want to seize the moment and place immediate buy orders for these full collections.”

###

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).

