



Oneida Launches Innovative Buffetware System

Tabletop leader also creates new Foodservice website and expanded Social Media platform to support Culinary Professionals and Operators

Chicago, IL – May 10, 2011 – Oneida, global leader in designing the dining experience, announces the launch of Strata, an innovative component based system of [buffetware](#) that allows any foodservice business to more creatively and efficiently manage events. Strata enhances the guest experience by focusing on the culinary arts.

Strata transforms classic buffet service. This modern, low profile, and aesthetically transparent system allows the guest to appreciate quality and freshness through a full range of culinary techniques. Grill, carve, warm, chill, sauté, chafe, and serve - Strata does it all.

In the back of the house, Strata's components and accessories quickly stack onto its protective storage cart. Setup is quick and easy. Lighter and mobile, Strata is designed to be used inside or outside. Any culinary team can maximize their creativity using this flexible solutions based component [buffet system](#). See the entire Strata line at Oneida's NRA Booth #5815. Preview this exciting line via video now on [Youtube](#).

Oneida launched this product prior to NRA with a few key customers. All of whom have been extremely pleased with both the look and performance of the line.

“Ever since we have departed from presenting our hot food selections for our buffets in [chafing dishes](#), there were missing components to complete the presentation when trying to keep food warm,” said Executive Chef David Didzunas, Hyatt Regency Orlando International Airport. “Strata eliminates that issue and brings our buffet presentation to a new level,” said Didzunas.

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“Not only does it work for hot food warming, the other units for carving, sauté and chilling give us a complete unique look. The ease in set up and storage is what the staff looks for and they enjoy using the system. Most of all, our guest feedback has been positive on what a great look it presents,” said Didzunas.

Oneida Unveils New Website with Advanced Functionality

On May 21, 2011, Oneida will go live with its new foodservice website. The site will feature the full line of [Oneida foodservice](#) products along with several new functions not found elsewhere.

- Virtual Tabletop that allows you to set your table with Oneida products and see the actual outcome with a tablecloth background.
- A helpful calculator that provides the “return on tabletop investment,” showing chefs and owners how they can upgrade their tabletop with Oneida products and raise their menu prices for an increase in sales/profit.

Oneida Engages Social Media to Connect with Culinarian Community

Oneida plans for growth in Social Media with the development of more content for [Facebook](#), [Twitter](#), and [Youtube](#). “We want to engage in conversations with our customers using whatever medium they are most comfortable with; whether it is email, phone, Facebook, Twitter, etc. We also want the opportunity to share more product information through photo galleries and videos, for both Consumer and Foodservice customers,” stated Amy Gebhardt, Director of Public Relations for Oneida Ltd. and Community Manager for Oneida’s social media accounts.

Oneida launches Facebook Sweepstakes at NRA Show to grow fan base. Customers are encouraged to visit www.facebook.com/oneidaltltd, like us, and enter to win a service for 12 in flatware, dinnerware, and stemware.

About Oneida

Oneida Ltd. is one of the world's largest marketers of stainless steel and silverplated flatware for the consumer and foodservice industries. It is also the largest supplier of dinnerware to the foodservice industry in North America. Its operations in the United States, Canada, Mexico, the United Kingdom, Australia and China market flatware products, dinnerware, and crystal and glassware. The company originated in the mid-nineteenth century and has since grown into one of the most recognized brands in the industry. Driven by a devotion to design, Oneida prides itself on the finest quality products and modern, decorative and classic tableware collections.

Oneida Contact and appointments for the NRA Show:

Amy Gebhardt

Director Public Relations

315-361-3801

amy.gebhardt@oneida.com

foodservice.oneida.com

MMC Contact:

Ashley Bain

MMC for Oneida

212-485-6890

abain@mahercomm.com