



## **Oneida Global Foodservice Debuts Luxury Tabletop Designs and Global Expansion Plans At National Restaurant Association Show**

### **Oneida Leverages New Alliance With Waterford Wedgwood plc to Double Its Product Portfolio**

NEW YORK, May 18, 2007 (PRIME NEWSWIRE) -- Oneida Global Foodservice, one of the largest foodservice tabletop companies in the world, announced today that it will debut one of the most comprehensive product portfolios in the industry during the National Restaurant Association Show, May 19-22. Oneida has more than doubled its tabletop portfolio in recent months due to new designs and the addition of the world-class Waterford and Wedgwood luxury brands. With products ranging from casual to super-luxury, [Oneida Global Foodservice](#) now has a tabletop design for any customer in the world.

In addition, Oneida Global Foodservice announced that it has expanded its global infrastructure with a new sales leadership position in Asia. Jerome Petin, VP of Sales for Asia, will assume responsibilities for customer service and sales across Asia, based in China. He will help meet the growing needs in the region by working closely with a new distribution center and will complement Oneida's global supply chain management team.

"With the sheer breadth of our portfolio and depth of our global sales force, Oneida is in a unique position to meet any customer need," said Foster Sullivan, general manager and senior vice president, Oneida Global Foodservice. "We have best-in-class brands and the ability to leverage our extensive supply chain to deliver a consistent dining solution worldwide. This year, we're particularly excited to unveil a line of luxury tableware under the Wedgwood brand to address the expanding needs of the highest-end establishments."

At the show, Oneida will introduce ten elegant dining collections. It will showcase five Wedgwood dinnerware patterns -- Octavia, Montague, Cato, Othello and Cromwell. And, it will debut five Wedgwood flatware designs -- Platinum Plume, Juliet, Golden Oberon, Colosseum and St. Moritz. Oneida announced a global alliance with Waterford Wedgwood plc in March 2007. With this alliance and its own signature designs, Oneida now offers more than 8,000 SKUs globally.

"This agreement builds on our strong history with Oneida and its sales and distribution expertise and will present significant new worldwide business opportunities for Waterford Wedgwood's luxury portfolio in the foodservice sector," said Moira Gavin, Chief Executive Officer, Wedgwood plc. "We believe Oneida is the right partner to expand our global foodservice tabletop sales platform to the next level while bringing in a new, concerted design approach specifically to meet the ever changing demands of the hospitality food industry."

#### About Oneida

Oneida Ltd. is one of the world's largest marketers of [silverware](#) for both 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, China and Australia market flatware products, dinnerware, crystal and glassware. The company originated in the mid-nineteenth century and has since grown into one of the most recognized brands in the world. Driven by devotion to design, Oneida prides itself on the finest quality

products for its modern, decorative and classic tableware collections.

### About Waterford Wedgwood plc

Waterford Wedgwood plc is one of the world's leading luxury lifestyle companies with exquisite brands including Waterford Crystal, Wedgwood, Royal Doulton and Rosenthal. Established by the merger of Waterford and Wedgwood in 1986, Waterford Wedgwood plc has a tradition of innovation, craftsmanship, quality and timeless design excellence making it uniquely positioned to meet the demands of today's consumers.

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