



## FOODSERVICE CUSTOMERS GIVE ONEIDA'S PORTFOLIO TOP MARKS AT 2015 NRA SHOW

*Rustic, 'Modern Farm' trend, texture, shape and color highlight the most popular items in the extensive collection of products for all foodservice categories*

**LANCASTER, Ohio, June 4, 2015** – The portfolio of products presented by Oneida Foodservice at last month's National Restaurant Association (NRA) show in Chicago received rave reviews from current and new Oneida customers alike.

"NRA 2015 was an outstanding show for us and reinforced the continued importance of Oneida's portfolio of brands in the foodservice industry," said Colin Walker, Executive Vice President of Global Sales and Marketing for EveryWare Global, parent company of Oneida Ltd. "Our customers and visitors to the Oneida booth were impressed with this year's innovative product offerings. We look forward to continuing to provide great customer service and innovative designs and products for foodservice customers of all sizes and categories."

With something for every taste in flatware, dinnerware, drinkware, hollowware and banquetware, there were more than a few items in the Oneida portfolio that stood out at the show. The evolution of the farm-to-table trend into a **Modern Farm** style captured the attention of buffet caterers and restaurants looking for an organic, natural and updated rustic style in serving pieces to accompany the trend towards simple, local and natural food selections.

Capitalizing on the popularity of texture and color in dinnerware, Oneida introduced **Studio Pottery** and **Chord** collections at NRA 2015. The **Studio Pottery by Oneida** features a fine porcelain body with unique colored glaze that gives depth of color with a light texture that feels like handcrafted, studio dinnerware. Launched in the *Blue Moss* color, the range of items include flat bottom plates with the innovative anti-transfer decal as well as a collection of plates specifically designed for tapas, sushi and sharing.

**Saint' Andrea's Chord** design offers a fine dining body that is perfect for both banquet and restaurant service. Made of the durable Maxadurra body, the wide rims of the **Chord** collection feature a pattern of concentric circles of different thickness and overlaps. This elegant shape has a generous plating area that is a perfect backdrop for chef's creations. The collection is complete with flat plates, entrée bowls, cups and trays

Oneida's new collection of wooden boards with organic-looking features, including new Olive boards, Cypress Wood planks, and Cypress wood bowls, created a stunning visual at the show and demonstrated the unique presentation options for table or buffet for food presentation. The rustic, natural theme was also evident in the demand for the **Hermes clip-top jars**. Available in a variety of sizes and shapes, the glass jars are a casual and fun way to make desserts stand out and granola, yogurts and salads pop. Rounding out the popular rustic trend, Oneida's **Milk Crate**

**with three milk bottles** offers a throwback to the past with nostalgic artwork on the bottles and an actual wooden crate that brought back memories of simpler times.

Also a favorite at NRA 2015 was the new hammered stainless steel finish for the **Strata** line of buffet serving pieces. The new finish can be mixed and matched with existing Strata serving system pieces and it provides a great look throughout any catered event, as the unique texture virtually masks scratches or fingerprints.

Not to be overshadowed by new trends and products, Oneida's timeless 18/10 flatware launched a new pattern at NRA 2015. The **Cooper** design was one of the most popular items in the Oneida booth. Resembling classic riveted cookware, the flatware design includes an open-hole handle and brushed finish.

More information about all of the new products, collections and designs showcased at NRA 2015 is available by contacting an Oneida Foodservice sales representative.

**About Oneida Foodservice:**

*Oneida Ltd. is one of the world's largest designers and sellers of tabletop products. Gracing tables for over 100 years, the brand is a staple in fine dining establishments, family restaurants, hotels and other foodservice channels. Marked by quality, service and dedicated commitment to customers, Oneida offers a dynamic quality assortment of flatware, dinnerware, holloware and banquetware. The Oneida Foodservice brand portfolio includes an extensive array of products for the entire foodservice industry, offering solutions for any décor, category and price point. Oneida is a registered trademark of Oneida Ltd., an EveryWare Global Inc. company in the U.S. and foreign countries. For more information, visit [www.foodservice.oneida.com](http://www.foodservice.oneida.com).*

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