

# ONEIDA®

## Oneida Celebrates 130 Years of Excellence in Tabletop Design

*Spring 2010 Foodservice Collections Pave the Way for Future Trends*

Oneida, NY (May 22, 2010) – This year at the National Restaurant Show, Oneida Ltd. is making a toast to 130 years of excellence in tabletop design. This rich history and tradition of design has allowed Oneida to connect with the needs of food service professionals around the world.

Jim Joseph, President and CEO of Oneida Ltd., points out that “innovation and success in the foodservice industry continues to be built with great tabletop design that enhances the dining experience and creativity of the culinary artist. Our 130 year history of tableware design is defined by our successful relationships with customers, and our commitment to excellence.”

### **DINNERWARE**

Oneida’s new 2010 dinnerware collections and product line extensions showcase their ability to create great brands and products that present tasteful designs at the center of every table. *Whirl* and *Grace* are the most notable 2010 additions. *Whirl* is designed with an Asian inspiration—offering a delicate balance of pure form and dynamic embossed detail in bright, white porcelain. *Grace* is also crafted with bright white porcelain and promises to bring inspiring elegance and visually appealing presentations to any guest dining experience.

### **METALWARE**

Oneida’s renowned leadership in design can be instantly recognized in their new flatware and banquetware introductions. *Glissade* and *Shaker* are the two newest and most noteworthy collections. Both designs are crafted with a heavy weight 18/0 Stainless design and beautifully balanced with a high quality finish that feels seamless in the hand, providing an upscale presence on the table at an affordable price.

### **CRYSTAL**

Oneida new fine quality crystal designs are built to stand the test of time and clink through joyful celebrations for years to come. The 2010 Walther-Glas® *Francine* collection is crafted with refined quality and brilliance as well as remarkable strength and resilience. From tumblers to martini and wine glass designs, this collection accessorizes every table with exceptional designs for all sophisticated table settings.

### **ABOUT ONEIDA**

Oneida Ltd. is one of the world’s largest marketers of stainless steel and silver plated flatware 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, and China 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.

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