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Exhibitors back US gourmet/gift shows crossover

British contemporary kitchenware design company Joseph Joseph is amongst exhibitors at next year's Gourmet Housewares Show backing its new co-location with the New York International Gift Fair.

The show, previously held in San Francisco, has now moved to the east coast city and will share the gift fair's dates of August 14 to 18 2011.

According to Joseph Joseph co-founder Richard Joseph: "This show couldn't be a better fit for us. We'll see the gourmet customers who wouldn't necessarily have gone to the gift fair, and also see the museum stores who make up much of our current customer base. There's a definite crossover between the two areas.

"NYC is just a great venue for gourmet housewares--a lot of central buying goes on in New York and many key companies are based on the east coast," he went on. "New York has traditionally been the most successful show for us worldwide in terms of meeting customers and writing orders."

The show focuses on high-end cookware, cutlery, bakeware, small electrics, gadgets, tabletop, kitchen textiles and speciality food. It is expected to draw 150 exhibitors and some 4,000 buyers, while the gift fair presents 2,800 exhibitors and 35,000 attendees.

Retailers visiting next year's Gourmet Housewares Show are expected to include the San Francisco Museum of Modern Art's store. Particularly successful products there this year have included Joseph Joseph's Elevate kitchen tool set and citrus reamer/catcher, Chef'n's silicone steamer and the Fresh Force garlic press.

Popular wine products include an aluminium wine tray from MuNiMula, and several different corkscrews and wine accessories from L'Atelier Du Vin.

Another show-goer is Bob Kratchman, president of Kitchen Kapers in Cherry Hill, New Jersey.

"Biodidactic Designs has a nice honey pot and honey dipper," he said. "Alessi had some very interesting new items and really adds to the overall ambiance of the show. Wild Eye Designs had some really lovely tabletop and serving pieces, particularly the salad servers. Now Designs is distributing a line of gourmet dips and smoothies that we liked, and Pelican Bay always has good gift foods. We also like the Sublime anti-fatigue comfort mats."