

Cookware

STUDIO CUISINE™

prime**chef**™


STARLINE®
Building Your Brand



Branded Cookware For *High Visibility*

*82% of the meals Americans
eat are prepared at home*

*Our brandable Cookware
is available as individual
pieces and as gift sets!*



RSC31
12 Piece Set

Please visit starline.com to view
current selection, pricing and
imprint information.

The Cookware Buyer: Deconstructed

If the ultimate goal of the promotional product is to achieve a usefulness and desire that not only provides staying power, but also maintains regular usage - then a role in the kitchen is key. Consumers are reaching for their cooking supplies at an increasing rate, with the percentage of meals that Americans prepare at home rising to 82%. That number is up from a decade ago according to research from NPD Group Inc. cited by Bloomberg.com. In fact, in 2018 the total number of restaurant visits per person hit its lowest point in 28 years. Here are some ideas of who is buying branded kitchen products and how can you break into the new promotional food scene.

Promote Healthy Living

According to a University of Washington School of Public Health study, home cooked meals are associated with diets lower in calories, sugar and fat. Healthy diets that control these factors can reduce the risk of hypertension, Type 2 diabetes and heart disease. Consider a cookware giveaway or incentive program that encourages healthy home cooking.

PRO TIP: Give Them A Head Start!

Include a pre-measured ingredient kit along with a recipe that can be prepared in the gifted cookware.

Home Cooking Advantage

Control Your Ingredients

Focus on Flavor

Create Quality Family Time

Our cookware collection is your complete source for the kitchen! Whether you are a beginner chef or a seasoned one, you'll appreciate high quality materials from stainless steel and silicone to high carbon steel and aluminum.

Filling The Kitchen

Millennials are waiting longer than previous generations to tie the knot. In fact, the median age of first marriage reached its highest point on record in 2017 at 27.4 for women and 29.5 for men according to the U.S. Census Bureau cited by MarketWatch. That means items like cookware and bakeware that might normally be found on a wedding registry are in demand well before the walk down the aisle. Look to [Realtors](#), [Rental Communities](#) and [College Housing Departments](#) for buyers looking to fill their first kitchen space.



Feed The Piggy Bank

In a recent study, Forbes found that it is almost five times more expensive to order delivery from a restaurant than it is to cook at home. That makes home cooking a powerful education tool for anyone looking to encourage positive spending and saving practices. Consider a cookware related incentive or introductory offer for a client in [Banking](#), [Insurance](#), and [Education](#).

Gifts & Incentives

Consider a series of cookware pieces for hitting weekly or monthly sales targets. The wide selection of products offered creates excitement over an extended period of time and anticipation of building up a strong collection. A few of the industries that can benefit from incentive programs include [Retail](#), [Technology](#) and [Marketing](#).

Family Traditions

Recipes and food traditions are like the thread that weaves generations of family members together. And just like traditions have a long life span, the tools used to create them can be handed down from generation to generation. Consider a cookware gift to promote family together time. It will also help to pass along the story of the brand name on the piece and how that brand played a role in the recipient's life.

