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## Welcome

Welcome to the first issue of 'Seasons' – our new informative newsletter that will keep you up to date with the latest trend information, new products from Steelite International, industry news and much more.

In this issue we talk to Steelite International's Creative Director, Andrew Klimecki to find out more about the latest trend 'Street food', and take a peek at some of the new products designed by Andrew that have recently been launched into the market.

# Creative Voice with Andrew Klimecki



Street food is one of the hottest trends in food right now. According to Allegra Strategies, street food is one of the main areas of the eating-out sector set to grow in foodservice during 2014 with an expected growth of 58 per cent.

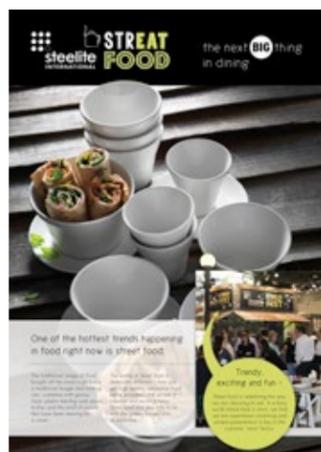
Andrew Says...  
The traditional image of food bought off the street is probably a traditional burger and hotdog van, complete with greasy food, plastic ketchup and sauce bottles and the smell of onions that have been stewing for a week.

The reality of street food is somewhat different – now you get high quality, innovative food being prepared and served in creative and exciting ways. And with markets and food events popping up all over the place, the choice of food has never been more tantalising.

Trendy, exciting and fun – street food is redefining the way we choose to eat. In a busy world where time is short, we find we are experience cramming and unique presentation is key to the customer 'wow' factor.

The street food scene is a seedbed for the incubation of future restaurants; successful food vans make the transition from street food to restaurant, delivering unique dining experiences. Examples of successful food types making the transition include burger, pizza and chicken restaurants.

Steelite International already has a solution that fits these categories perfectly.



## New Products

### Craft White

Craft is inspired by hand-crafted, simple country wares made by generations of potters over hundreds of years. Craft White embodies a contemporary expression of heritage inspired, authentic hand, decorated ware.

A pure white glaze is individually hand applied, leaving subtle tell-tale signs of the artistry of the crafts person. Reactive firing effects enrich the surface with texture and contrast beautifully with the pristine whiteness of the underlying glaze.

Craft is, at once, contemporary and timeless, traditional and edgy.



### LiV

LiV is all about how we live our lives today. City life is fast-paced, time challenged and busy, yet we still crave the "new" and are ever hungry for fresh and invigorating experiences. Continually fresh ideas and innovation promote an ever-changing approach to new combinations of tastes, textures and presentation.

LiV is edgy, fun, casual and creative. It encourages a streetwise approach to food presentation, whilst being super-easy to use in space constrained and busy environments.



### Rococo

With all the design cues of classical architecture this elegant and charming range of holloware will create a statement to delight the user whilst providing the operator with all the benefits of a Steelite made item which will blend with and add value to the existing Monaco range.

Elegant pots, versatile jugs and new straight sided coffee cans all add style and practicality - perfect for 'Afternoon Tea'.

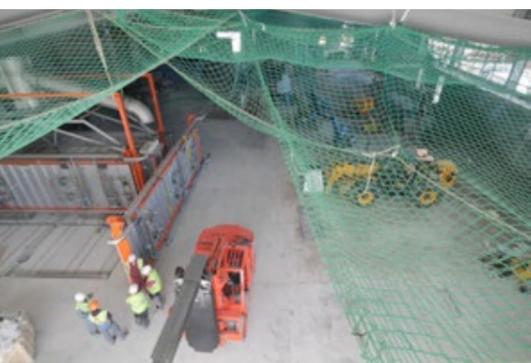
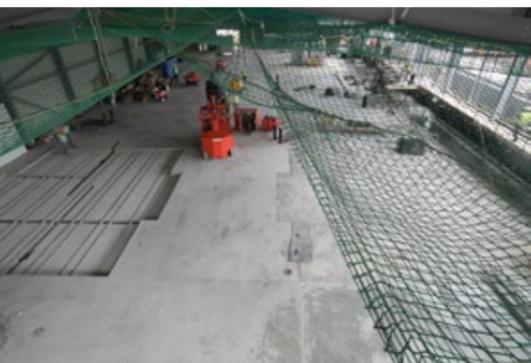


[Click here to download a copy of the brochure](#)

# What's Coming

As we continue to invest in product development and new product innovation, Steelite International is steaming ahead with the construction of a 22,000sq ft extension. The completion of this new unit supports our position as market leaders and innovators within the ceramics industry.

The new facility will be up and running at the end of the Summer.



## Spotlight on

### Cedar Hospitality Supplies Melbourne, Australia



Cedar Hospitality Supplies was founded by Danny Katabian and Peter Campese 18 years ago in a tiny corner shop in Melbourne, Australia.

The business was very small in those days and just concentrated on supplying basic food service products to cafes and restaurants.

Over the years Cedar has relocated a few times and grown to be the largest hospitality supplier in Melbourne. Today, Cedar employs 50 staff and offers one of the most comprehensive ranges of quality products in Australia.

Steelite International appointed Cedar as a distributor over 14 years ago and their sales of Steelite products has grown steadily since.

For the last few years, Cedar has consistently been in Steelite's top 20 customers worldwide; a great achievement for Danny, Peter and their hard working team.

Danny and Peter have a very 'hands on' approach to running their business. They are normally in their shop/showroom everyday greeting customers or out in Melbourne calling on restaurants, cafes, hotels, etc.

The true sign of Cedar's success with Steelite is the sheer volume of product in the Melbourne market. It's hard to go to a cafe or restaurant in Melbourne and not see a product from Steelite!



# New Steelite Website

After months of hard work and development we are delighted to announce that our new website is now up and running.

The site enables users to search and filter through product ranges with ease. Showcasing the details, information and photography on each product type, customers are also able to instantly build a personalised product catalogue via PDF.

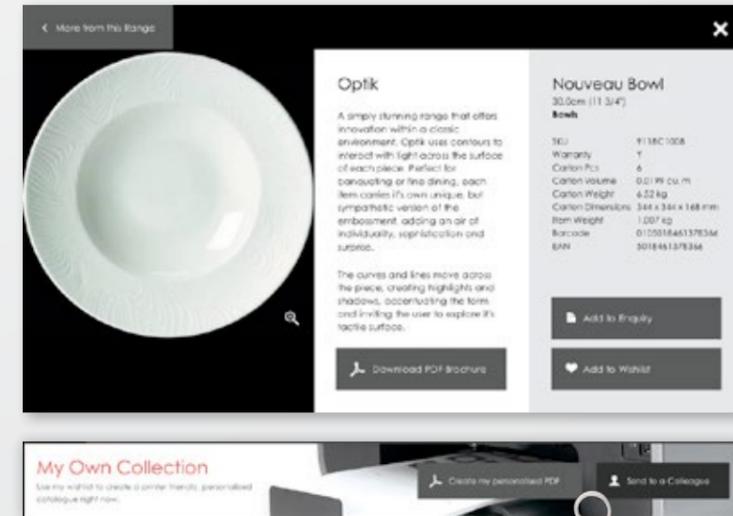
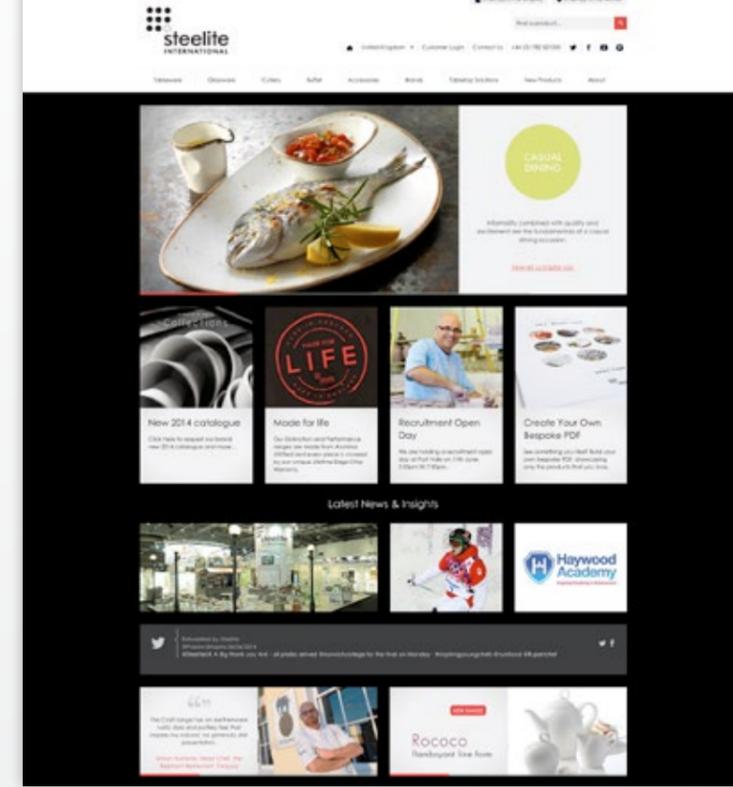
Creating a Wish List and turning it into a well presented, professional brochure is so easy.

Firstly you need to visit the website [www.steelite.com](http://www.steelite.com)

- 1 Find the product**  
identify the exact product within the range you like
- 2 Add to your Wishlist**  
identified the product, click "Add to Wishlist" from either the product page or light box.
- 3 Create your Wishlist**  
once you have added all the products you want, click create brochure on your Wishlist page

## Key Features:

- Responsive design / mobile friendly
- Product focused
- Personalised experience



## FAQ's Ask your questions via the website: [www.steelite.com/faq](http://www.steelite.com/faq)

**Q** What does 'vitrified' mean?

**A** Vitrified (or vitreous) is a term meaning 'glassy', which is applied to ceramic ware that has an extremely low porosity. Low porosity (water absorption  $\leq 0.2\%$ ) is an important consideration in areas where food hygiene is essential.

All Distinction and Performance items are fully vitrified.

**Q** What is alumina?

**A** Alumina is aluminium oxide. Aluminium is a metal; alumina is a ceramic material. It is, therefore, perfectly safe to use Distinction or Performance (both of which contain alumina) in a microwave oven.



# PR and Press Round Up

**Big Hospitality**  
 News, Features & Awards, People, Events & Exhibitions, New Products, All News

**Steelite launches new 'street food' range of tableware**  
 By Cathie Purvis 20, 21 Feb 2014

Steelite International has launched a new collection of stackable tableware aimed at chefs serving up street food inspired dishes.

**Product details**  
 The LIV collection range includes bowls, cups, saucers, mugs, tea and coffee pots, jugs and sugar bowls in various sizes. Manufactured at Steelite International's factory in Stoke-on-Trent, the LIV range is covered by a lifetime edge chip warranty.

**USP:**  
 Designed specifically for street food such as wraps, fries and noodles, the new LIV range offers a vertical rather than linear fashion. The cups, mugs and bowls are stackable and interchangeable, enabling a kitchen to save space.

**Price:**  
 Contact Steelite for pricing information.

**Availability:**  
 Available through the Steelite website at [www.steelite.com](http://www.steelite.com).

**Why should I buy it?**  
 According to Allegra Strategies, street food is one of main areas of the eating-out sector set to grow in foodservice during 2014 with an expected growth of 5.8 per cent.

Heather Lovatt, marketing director at Steelite International, said: "The casual but creative styling of LIV encourages a streetwise approach to food presentation, while being easy to use in busy environments where space is tight."

"As a business, we are continually ensuring the tableware we design is applicable to trends in the eating out sector and the LIV range is no exception."

**Steelite's new LIV collection**  
 The LIV collection has been designed for street food presentation.

**Material Considerations**  
 The LIV collection is a combination of cast stainless steel and ceramic. The stainless steel is polished to a mirror finish and is resistant to staining. The ceramic is a high-quality, vitreous enamel that is resistant to staining and is easy to clean. The tableware is designed to be stackable and interchangeable, enabling a kitchen to save space.

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**The Art of Artistic Professionalism**  
 Everything in one place, for the table and bar.

**CESAs**  
 The Art of Artistic Professionalism is a collection of tableware designed for the table and bar. It includes a range of products from plates and bowls to mugs and jugs. The collection is designed to be stackable and interchangeable, enabling a kitchen to save space.

**Price:**  
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**Pennel platters gratify paltry profits**  
 Some great customers on plates that look as though they have more better than they do. The new Pennel platters are a great example of this. They are designed to be stackable and interchangeable, enabling a kitchen to save space.

**Price:**  
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**Availability:**  
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## Annual Results:

For the fourth year running Steelite International broke its turnover record with sales of £89.6 million in 2013 – up by 19.4 million from 2012 which includes 6.2 million resulting from the acquisition of Royal Crown Derby in December 2012.

Revenues were helped by strong performances in all global markets.

Pre-tax profits stood at £8.4 million for the year, up from 17% in the previous year; reflecting the strong increase in sales.

Kevin Oakes, Chief Executive at Steelite International, said:

"It's been a truly incredible year for Steelite International, and I'd like to say a huge 'thank you' to everyone involved.

The commitment and passion of the team here and overseas has been a real driver for this growth.

We sell into more than 140 countries and I have no doubt that this is largely because we manufacture in the UK.

Our overseas customers see a real value in the Made in England backstamp."

## Trade Events

### Hotelympia / London

The first quarter of 2014 has been another busy trade show season across the globe. We've exhibited at some of the biggest foodservice and hospitality shows and demonstrated what a fantastic offering Steelite International has. One of these shows was Hotelympia in London.



Hotelympia was a huge success this year, our theme based around the rising trend of street food.

For the first time, we held a unique event 'Putting Tableware on the Menu' where our creative director Andrew Klimecki took to the floor with Simon Hulstone, Chef at the Elephant in Torquay (originally from Stoke-on-Trent) to discuss plating ideas, the inspiration behind tableware, bespoke tableware and the latest trends. Simon is a big supporter of Steelite International and is currently using a mix of Steelite product in both of his restaurants.



Royal Crown Derby was launched on an international platform at Ambiente, Gulfood, Hotelympia and NRA. Perfect opportunities for end users to view our exclusive products for the hospitality industry.



## Bright Ideas



We work with global chefs and operators to look at key trends and find out what works for them in their business. We invite them to join our programme and feed back to us their thoughts on new product development ideas.

**Have your say and be part of the plan.**  
**Do you agree with what the analysts say?**  
**Is Italian the leading food type in the UK?**

<http://food.uk.msn.com/restaurants/eating-out-trends-in-2014-1>

- Pizza parlours that double up as late night venues will spring up across the country this year as restaurateurs and consumers realise that there's more

to the value-for-money Italian staple than a family-friendly offer. Do you think this concept will succeed?

- In 2014 we are likely to see the rise of sport-friendly establishments that cater for a more discerning sports fan. Do you think there is a gap in the market for this type of establishment?
- The toastie has been around for years, but like the burger is experiencing something of a renaissance as restaurants recognise the magic of serving stuff between two slices of bread. Are you a toastie fan, and what's your favourite toastie?

Send your feedback to [marketing@steelite.com](mailto:marketing@steelite.com)

Follow all our latest news via the website: [www.steelite.com/news](http://www.steelite.com/news)

# Industry News

## Street food consumption up

source: Big Hospitality

The street food market is set to keep growing as 47 per cent of consumers plan to eat more of it in the next year, according to research conducted by Allegra Foodservice.

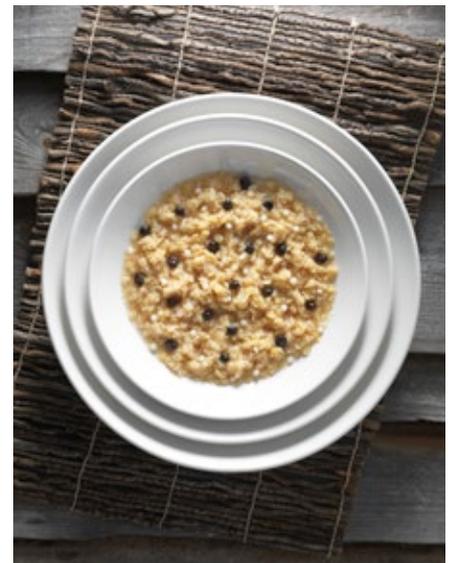
Currently 50 per cent of the 150 people interviewed for the report buy street food at least once a week, while one in five buy it two to three times a week, most of them at lunch time (81 per cent).

Variety of choice, tastes and flavours, as well as freshness of locally sourced ingredients, were cited as the main reason why people buy street food, but experts in London said the social aspect of that type of eating is a major factor.

“Our lives have become very internal and when we do break away from our laptops, phones and tablets we want an authentic community experience – that’s what street food gives us,”

said Richard Johnson, founder of British Street Food and the Street Food Awards.

Mexican, Chinese and Thai cuisines came on top of consumers’ favourite street foods, followed by Indian, British, Italian and Greek. When asked about their favourite dishes, 22 per cent answered wraps, burrito or sandwiches, 13 per cent said they preferred



rice dishes or noodle pots and 13 per cent chose burgers.



Follow us on [pinterest.com/steeliteint](https://www.pinterest.com/steeliteint) for more plating ideas

