

Fabulous Flatware Designer Gourmet Settings Launches New Line of Innovative Dishware

Gourmet Settings, a leading stainless steel flatware company known for its innovative design, announces the release of its first set of designer dishware designed by award winning artist, Helen Kerr.

August 10, 2009 (FPRC) -- RICHMOND HILL, ON - Gourmet Settings, a leading designer and manufacturer of stainless steel flatware, announces the upcoming releasing its first collection of designer porcelain dishware.

Helen Kerr of Kerr & Co, an award winning company known for its innovative and contemporary designs, designed the dishware collection. Gourmet Settings' designer dishware will be sold as a 16 piece set containing four deep lipped, self stacking dinner plates, four salad plates, four bowls and four handled coffee mugs. The special double wall design of the complimentary set offers such superior insulation allows for a seamless no-handle design. Gourmet Settings also offers three different coordinating sets; one containing four cups and saucers, a second containing four pasta bows, and a third with four side plates.

The collection is available online at: <http://www.gourmetsettings.com/hoverkraft>.

Gourmet Settings porcelain production facility is renowned for its attention to quality and detail. Each piece of is bisque fired, then glazed, then fired again to ensure that the surface is non-porous and chip resistant.

"Helen's amazing designs always focus on the ideal balance of form and function -- the hallmark quality of all Gourmet Settings flatware sets," said Hildy Abrams, President of Gourmet Settings.

Helen's designs have won numerous awards for Gourmet Settings. In 2007, Kerr & Co won the Business Week IDEA (International Designs Excellence Award) Gold Award for design strategy. The award was given partially because of our idea to highlight the product instead of using fancy packaging.

Kerr & Co has produced award-winning designs since 1999. In 2001, the company won American Culinary awards for seven of its flatware designs. Other awards have included a Design Plus award as well as Red Dot awards. The company designs flatware with use in mind, and each piece goes through a rigorous testing phase before hitting store shelves.

The design process begins with a sketch. Once the sketch has been perfected, the pieces are then carved out of foam to make sure the piece's lines and curves are in sync with the design and function. The pieces are then hand carved out of wood to test each one's balance. At any point if the design doesn't work, it is modified and reworked until the designer is happy.

"Before designing our new stainless steel flatware sets, we think about how people eat. We want to learn how they use our utensils to scoop their food to maximize comfort and utility and still create a beautiful piece. The same thought and consideration was put into the design of our debut dishware collection. We regard our flatware and dinnerware to be pieces of art. Considering how frequently

dishware and flatware are used, we want them to be pieces you'll love," said Abrams.

Gourmet Settings flatware is available in retailers such as Costco, Bed, Bath and Beyond, Target .com, Williams-sonoma and Crate & Barrel or online at <http://www.gourmetsettings.com/>.

About Gourmet Settings:

Gourmet Settings is a Canada-based company that produces and distributes stainless steel flatware and designer dishware. Their elegant designs have won numerous awards and are sold in many of the country's top retailers as well as online.

Contact Information

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