

**PRESS RELEASE**

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*Portmeirion® Group wins 2013 Excellence in Housewares Award for Sophie Conran for Portmeirion Cookware Collection*



New York, October 2013 – Portmeirion Group is proud to announce that it has won the ‘Excellence in Cookware’ award for its Sophie Conran for Portmeirion Cookware Collection at the prestigious Excellence in Housewares Awards 2013. Regarded as the ‘Oscars’ of the housewares trade, the Excellence in Housewares Awards recognize and reward exemplary product innovation and service acumen across the industry.

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Portmeirion Group worked in partnership with Sophie Conran to develop and create the award-winning collection of ceramic coated, cast aluminum cookware. A new direction for the brand, the collection features the latest non-stick coating technology with cast aluminum bodies for optimum heat distribution. It not only proved popular with the judges but also with consumers, and has been flying off the shelves.

“Lightweight but strong, the Sophie Conran Cookware Collection is an exciting achievement for our team,” states Wendy Motlaq, corporate vice president for Portmeirion Group. “The Collection demonstrates Portmeirion Group’s commitment to create products that are stylish and feature the latest technology to make cooking easy.”

The Sophie Conran for Portmeirion Cookware Collection include an innovative ceramic non-stick coating which is free from plastics, PTFE and PFOA and does not emit harmful fumes and toxins if accidentally overheated. The high quality coating inside and out ensures the range is hard wearing, scratch resistant and easy to clean. The cast aluminum body with integrated handles guarantees ease of handling as well as quick heat transfer and heat retention. It also has a heavy-gauge base which is oven safe up to temperatures of 390°F and eliminates ‘hot spots’ giving an even spread of heat. Tempered glass lids with polished stainless steel rims complete each piece.

To view the complete Sophie Conran Cookware Collection visit:

<http://www.portmeirion.com/collections/sophie-conran-cookware.html>

## **About Sophie Conran**

Sophie is a celebrated food writer, daughter of Sir Terence Conran and Caroline Conran. When she’s not looking after her two children, you’ll probably find her in

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the kitchen, testing out new recipes or cooking delicious feasts for her family. “I believe in enjoying every moment and in creating a beautiful world around you and your family, with warmth, simplicity and love.”

## **About Portmeirion Group**

A significant force in the homewares industry, the Portmeirion Group, encompasses the Portmeirion, Spode, Royal Worcester and Pimpernel brands. It is a market leader in high quality and innovatively designed tableware, cookware, giftware and tabletop accessories. [www.portmeirion.com](http://www.portmeirion.com). For updates follow Portmeirion Group on social media.



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