

**PRESS RELEASE**

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*Portmeirion® Group adds essential elements to complete the Sophie Conran for Portmeirion Cookware Collection*

*Saucepans and frying pans in today's most popular sizes round out this oven to table collection*



New York, March 2014 – Sophie Conran and Portmeirion have expanded the lightweight but strong Sophie Conran for Portmeirion Cookware Collection of non-stick ceramic coated cast aluminum cookware to include saucepans and frying pans.

Designed for today's modern living, the 7" and 8" saucepans and 10.25" and 12" frying pans feature elegant, organic shapes that look great going from stovetop to tabletop. Each features an innovative ceramic non-stick coating that is free from plastics, PTFE and PFOA and will not emit harmful fumes and toxins if accidentally overheated. The cookware pieces are incredibly hard and scratch resistant, easy to clean, and have very effective non-stick properties that make the Collection ideal for low fat and low oil cooking techniques.

“The new saucepans and frying pans in the Sophie Conran collection help create the complete set of essential cookware you need to prepare delicious meals, from sauces to stir-fry, at home”, states Wendy Motlaq, corporate vice president for Portmeirion Group.

Each piece features a cast aluminum body with integrated handles and a heavy gauge base that eliminates ‘hot spots’ and guarantees quick heat transfer and heat retention to cook food evenly. The Sophie Conran Cookware pieces can be used with any heat source and are oven safe to 390° F. Tempered glass lids with polished stainless steel rims accompany the saucepans.

The new additions to the Sophie Conran Cookware Collection are available in 2 colors – black and white. MSRP ranges from \$128.50 to \$143.00.

To view the complete Sophie Conran Cookware Collection, including the 8” and 9.5” casseroles and shallow 12” casserole, visit:

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

**About Sophie Conran**

# PORTMEIRION GROUP PLC

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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 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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