

PRESS RELEASE

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Portmeirion® Group introduces Ambiance: An Atmosphere of Taste

New York, October 2013 – Portmeirion Group is excited to introduce Ambiance - a new collection designed for today’s casual entertaining.

Consumers today are moving beyond traditional dinnerware to a more casual entertaining style. Whether it’s tapas, themed game nights or just cocktails and dessert parties, there’s been a complete shift in entertaining style.

“Finally there is a collection available for you to mix with the friends you love and the food you share,” states Wendy Motlaq, corporate vice president for Portmeirion Group.

Inspired by the curves and textures of nature, the sculptural pieces in the Ambiance collection will add style to any table. The assortment features a combination of dining, serveware, bakeware and entertaining pieces in ceramic, glass and wood. The organic design carries a curved edge rim on all items and soft earthy tones of Aqua, Stone and Pearl.

Just as foodies combine different food flavors to create the ultimate dish, Ambiance entertaining sets are a mixture of materials that create an atmosphere of taste. Entertaining accessories include crudite/ chip holder, chip and dip and handled paddle serving dish with bowl set.

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The collection includes a 4-piece ceramic place setting – dinner, salad, bowl and mug – that is also available in open stock. Serveware pieces include deep bowl, low bowl, 13” oval platter, 2-pint pitcher, covered sugar bowl and creamer. A 4-pint covered casserole and 13.5” roasting dish complete the bakeware offerings.

For more information about Ambiance, and the complete collection of Portmeirion products, visit www.portmeirion.com.

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. For updates follow Portmeirion Group on social media.



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