



HIC's line of Essentials™

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HIC's new line of Essentials™ is resonating with the independent retail market. Introduced at the March 2010 Housewares show, the Essentials line has received an overwhelmingly positive response.

"It's gratifying and reassuring to know that when we emphasize high quality combined with great price points, the specialty retail trade will respond. Quality, function and value really are the best ingredients."

—Robert Laub, HIC President



The
ESSENTIALS™



HIC's silicone Essentials™—bakeware, utensils, pot grabbers and trivets—are made from 100% pure, food-grade silicone, heat resistant to 600°F, and are flexible, fun and hygienic.

HIC's stainless steel Essentials™—mixing bowls, colanders, strainers, splatter screens, utensils, measuring cups and spoons—are hard-working kitchen tools made from high-quality, 18/8 stainless steel and built to last.

"We are excited about HIC's Essentials™. This new branded product line will strengthen the long-standing relationship between Gourmet Catalog and Harold Import Company by providing our Store Members with the fundamental pieces that are needed in every kitchen," said Janis Johnson, president and founder of Gourmet Catalog & Buying Group. "The HIC commitment to quality and service has been evident in their product assortment for many years. Now they have a fully extended house brand that GC Store Members can sell with absolute confidence."

SRPs ranging from \$2.99 to \$29.99

HIC donates a portion of the proceeds for every ESSENTIALS™ item sold to C-CAP — Careers through Culinary Arts Program. A national nonprofit, C-CAP manages the largest independent high school culinary scholarship program in the USA.

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