

News Release

Attention: Business Editors and Reporters

FOR IMMEDIATE RELEASE

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Old meets new in 2019 MÜkitchen lineup

MINNEAPOLIS — New products. New designs. New materials. And the same high-quality standards customers have come to expect from MÜkitchen.

The acclaimed boutique purveyor of kitchen cloths and accessories recently announced its new line for 2019. “The new line sees us building on our strengths,” explains owner Chadd Moser. “We’ve introduced more new products for 2019 than in years past.”

Time-worn traditions and classic designs evoke comfort in this ever-changing world around us. This philosophy provides a foundation for the innovative kitchen accessory company MÜkitchen in announcing its new line of products for 2019.

“Americana, farmhouse classics, and an authentic ‘maker culture’ are strong themes in our collection,” says owner Chadd Moser. “We’re combining these iconic themes with innovative production, materials, and sourcing. We really are remaking the old as something new.”

Continued focus on quality

From its formation in 2007, MÜkitchen has focused on high-quality materials and production. This mission has not changed. “We have developed a network of trusted partners over the years,” says Moser. “We are confident that our products exceed the competition—and our customers confirm that with their loyalty to our line.”

Adapting to a changing retail culture

The 2019 product line reflects changes in customer tastes and demands. With our talented on-site team of designers, MÜkitchen is uniquely positioned to anticipate trends. (For example, the 2019 Pantone Color of the Year was picked up by the MÜkitchen design team a full two years ahead of the curve!)

The company is also responsive to the changing needs of retailers. Increasing demand in grocery and private-label retailing is driving growth at MÜkitchen. At the same time, long-standing policies provide unique support to independent retailers, and the company remains committed to fostering those relationships in a changing marketplace.

“The new 2019 items see us building on our strengths - high-quality standards and creative designs. Customers have come to expect that from MÜkitchen ". – *Chadd Moser, Owner*

This year's lineup includes a number of classic kitchen essentials, as well as some notable innovations. Among the new products:

Americana collection (set of 2)

Stripes and Blue Waffle Towels

Stars and Red Waffle Towels

Picnic Time Icons and Red Waffle Towels

Multi-color oversized towels are paired with solid Waffle Weave cotton towels in a coordinating color. The latest looks meet the functional bones of a hard working kitchen staple that is soft and durable.

- 100% cotton waffle weave for added absorbency and quicker drying
- 20" x 30" Oversized to dry even more dishes, spills and hands
- 100% cotton for extra softness and absorbency
- Hemmed on all four sides for durability

Farmhouse collection (set of 2)

Ink Blue Stripes and Plaid towels

Stainless Stripes and Plaid towels

Cabernet Stripes and Plaid towels

A country classic is reborn: Farm-chic comes home in this classic design that is extra soft, thirsty and designed to stand up to everyday use.

- Hanging loop for convenience
- Hemmed on all four sides for durability
- 100% cotton for extra softness and added absorbency
- Large 19" x 28" - sized for all types of jobs

SCRUBSY

Apple

Strawberry

Cow

Our fast-selling SCRUBSY brings a hand-made feel to everyday dish chores with fun and functional design. SCRUBSY is tough enough for baked on grime but the ridged terry cloth is soft and absorbent. Fun meets function and scrubbing power.

- Hemmed on all four sides for durability
- Easy care; Machine wash and reuse
- Durable scrubber is tough enough for baked on grime, but gentle enough for non-stick surfaces

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