



**FOR IMMEDIATE RELEASE**

**Media Contact:**  
Samantha Nahra, VP Communications

**The Oneida Group Inc.**

740.681.6308

[samantha.nahra@theoneidagroup.com](mailto:samantha.nahra@theoneidagroup.com)

**ONEIDA ANNOUNCES NEW PROMOTION**

*The Oneida Group is Pleased to Announce Dinnerware Rebate*

*Now Through the end of 2017*

**COLUMBUS, OH, JULY 28, 2017** — Oneida, a leader in the tabletop industry and foodservice market, introduces for the first-time ever an attractive 20 percent operator rebate on new installations on all new 2017 products (across dinnerware, flatware, glassware and banquetware) and on its famously popular Sant’ Andrea and Artisan Dinnerware lines. The rebate is available through all Oneida sales representatives as well as on the Company’s dedicated rebate webpage: [fsrebate.oneida.com](http://fsrebate.oneida.com).

“As a thank you to restaurant owners and operators for their continued support and business, we are offering a limited-time promotion on both our newest and most popular lines,” said Jeff Jarrett, chief marketing officer. “The promotion is live now and will run until the end of the year. As our customers focus on creating the right guest experience, we hope this offer helps operators deliver on that while also helping them improve their bottom line.”

Customers can preview new products included in the rebate on the new product page at (<http://foodservice.oneida.com/new-products.html>). From there, customers can simply link to the rebate page to submit their rebate.

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Sant' Andrea is the ultimate in style and quality, and has been one of Oneida's top sellers for the past several years. It is part of the Company's luxury and fine dining dinnerware collection that provides the ultimate backdrop to high-end cuisine. The new Artisan product innovations take the dining experience to the next level with the insertion of color, texture and overall flair that creates a unique dining experience to those capitalizing on farm-to-table, gastro-pub and other trends.

Oneida is delivering the same world-class designs with a special promotion. They will also offer a new limited lifetime no-chip warranty and enhanced durability guarantee to coincide with this promotion.

### **About The Oneida Group**

Driven by devotion to design, The Oneida Group (formerly EveryWare Global) is recognized for providing quality tabletop and kitchen solutions through its consumer, foodservice, and specialty channels. The company's global platform allows it to market and distribute internationally its total portfolio of products including bakeware, beverageware, serveware, storageware, flatware, dinnerware, crystal, buffetware and hollowware; premium spirit bottles; cookware; gadgets; candle and floral glass containers; and other kitchen products, all under a broad collection of widely-recognized brands, including Oneida, Anchor Hocking, Sant' Andrea, Buffalo, Delco, Fire-King, Stölzle, and Durobor. Anchor Hocking, LLC and Oneida Ltd. are subsidiaries of The Oneida Group. Additional information can be found at [www.theoneidagroup.com](http://www.theoneidagroup.com), [www.anchorhocking.com](http://www.anchorhocking.com), [www.anchorhockingbottles.com](http://www.anchorhockingbottles.com), [www.oneida.com](http://www.oneida.com), and [www.foodservice.oneida.com](http://www.foodservice.oneida.com).

*\*as with normal order, discounted price excludes freight, taxes and any other rebates. The discount is based on pricing as of June 1, and will not be eligible on top of future price reductions.*

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