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**ONEIDA SHAKES UP TREND DINNERWARE CATEGORY WITH NEW ARTISAN
DINNERWARE COLLECTION**

The Oneida Group Unites Human Spirit with Earthly Beauty in

New Designer Tabletop Offering

LANCASTER, OH, MARCH 6, 2017 — Oneida, the world-renowned dining innovation leader, delightfully presents a playful pattern of dinnerware, today, to those restaurateurs trying to make a customized, trend statement at the table. The new collection, called **Terra Verde**, elevates food presentation and the dining experience with color, shape and personality. Terra Verde is part of Oneida's new Artisan Dinnerware Collection.

Terra Verde is a unique offering of highly designed dinnerware with three color options, **Natural, Dusk** and **Cotta**. Each line offers multiple patterns ranging from purposely misshapen plates to your more traditional styles. The reactive artisan glaze makes it so no two pieces are the same. This collection can be easily mixed and matched to create harmonious patterns that deliver a stylish and sophisticated, but not stuffy, inviting without formality, dining experience.

Unorthodox plates have found their place on the dinner table at home and in restaurants, too. The identical, fine china place setting has been usurped by eye-catching plates in mismatched colors, unconventional shapes or made of anything but white porcelain. Eclectic doesn't mean informal, however. It means new and fresh, and presents a lot of opportunity for those restaurant owners looking for something trendier.

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“There is a real convergence between home and restaurant,” said Teresa Chu, Dinnerware Project Manager. “Diners want to see and feel the same comforts of home in a commercial setting, which means they want to see more of what they are buying for their home dinner tables on the tables in restaurants. This familiarity and relatability is creating bonds and relationships with customers that have a high rate of return on visits.”

Natural



This pattern has depth and character reminiscent of beach sand and the natural hues of nature, rimmed with a warming border that truly makes the food the star of the plate. There are subtle yet striking variations on the dinnerware that's pleasing to the eye, and the perfect canvas for rustic food.

There are various shapes in each line with even more to be added in May. Some options include:

Serving Platter (14"), Oval Platter (20"), Square Platter (16"), Large Plate (11"), Small Plate (7"), Appetizer Tray (13" X 6 ¼"). Pasta/Entrée Dish (10"), Bowl (8 ½"), Sauce Dish/Bowl (4 ½"), and Mug (11 oz.).

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Dusk



Our Dusk line brings a calming, soothing and authoritative feeling to the table. It transports the diner by delivering artistic food on the backdrop of something pleasing to eye. The gradations of blue harmonizes well with the bold colors of food while delivering a mind, body, soul experience that transports the diner.

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Cotta



Created to give the impression of sun baked tile, Cotta has hues of orange and red that when used as the backdrop to the bright colors of fruits, vegetables and meats, it creates a palette-pleasing experience. With its variety of shapes and texture, this line is guaranteed to deliver the warm, cozy and homey aspects of the dining experience.

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Terra Verde is available today. Contact your local Oneida Sales Representative, or for more information visit FOODSERVICE.ONEIDA.COM. The Company will roll out the rest of its Artisan Dinnerware line in May at NRA with new patterns, many more Terra Verde skus, and lots more to look forward to.

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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, www.anchorhocking.com, www.anchorhockingbottles.com, www.oneida.com, and www.foodservice.oneida.com.

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