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ONEIDA PARTNERS WITH CELEBRITY BARTENDER IVY MIX

Co-Owner and Head Bartender at Leyenda in Brooklyn, NY, Signs Year Long Partnership with Oneida to Elevate the Importance of the Overall Dining Experience

COLUMBUS, OH, August 9, 2017 – Oneida, leading marketer of food service and dining products, is excited to announce its latest marketing partnership with world-renowned bartender, Ivy Mix. For one year, Oneida will partner with Ivy as an expert in the spirits industry, and leverage her as an influencer across her various social media channels as well as for in person appearances.

Ivy, most well known as the head bartender at Leyenda, in Brooklyn, New York, is also the founder of Speed Rack, a cocktail competition for women, founded in 2011 with Lynette Marrero. Mix and Marrero have been able to shine a spotlight on female mixologists thriving in bars around the country; and while they are at it, raise money for breast cancer research, education, and prevention. From creating her own specialty cocktails to being a social media sensation across the bartending industry, Ivy Mix touts bartending as her creative expression.

“Ivy is a powerful woman in a male-dominated industry, working in one of the most unforgiving markets [New York] when it comes to bartending,” stated Jeff Jarrett, Chief Marketing Officer at The Oneida Group. “Not only has she made an impact, she’s becoming a well-known influencer. We share her values when it comes to mentoring and helping other women in the industry, and that is why we are honored and excited about our partnership.”

Ivy’s partnership with Oneida speaks to the importance of how flavor, design and lifestyle come together to create the ultimate guest experience. Together, Ivy and Oneida aim to tell the complete dining experience story – not just one about product or food or drink, the one that taps into all senses of the customer to create something unique and memorable.

“This partnership is very exciting for me. It extends my voice beyond the bar. It’s not just about making drinks, it is about the entire dining experience and how the coming together of flavor and form enhances the diner’s impression of a restaurant,” added Ivy Mix. “I started mixing drinks in college and quickly noticed the impact a flavor experience could make if presented correctly.. Every day, my partner and I strive to perfect the overall guest experience by bringing our customers the right flavor in the right vessel in the right way, ultimately making it all something to remember.”

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The agreement comprises various elements. First, as one of the Company's spokespeople, she will provide various public relations, media relations, marketing and social media services. Ivy will act as a content creator to Oneida across its foodservice business unit, helping create online content in the form of blogs, videos and imagery to be used across her and the Company's social media channels and website. She will bring her years of experience to bear in counseling and advising the Company on trends she sees in the restaurant, bar space and general industry observations to partner on creative marketing executions with the Company.

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, stoneware, 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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