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ONEIDA HOSTS INAUGURAL HOSPITALITY SUMMIT

Impressive Line Up of Industry Experts Advise Restaurant Owners & Operators on How to Disrupt...or Be Disrupted

COLUMBUS, OHIO, APRIL 23, 2018 – Oneida surprised the hospitality industry, hosting their first-ever Hospitality Summit in Miami Beach, Florida at the Loews Hotel. Created for restaurant owners and operators, the Summit brought operators together to discuss reclaiming hospitality by being the disruptors in the industry, rather than the disrupted. Content and discussion focused on trends, design and innovations disrupting the hospitality industry, providing solutions on how to both overcome and leverage change to propel businesses.

“We exist to serve our customers,” said Lisa Tecklenburg, SVP of the Commercial Business Unit of The Oneida Group. “Because our customers are our number one priority, we are committed to understanding what challenges they are facing and how we may partner to deliver the solutions they need. Our customers know that in today’s world, great food simply is not enough – quickly responding to trends in technology and innovation is crucial, and we set out to provide customers with the tools to do just that through our annual Hospitality Summit.”

An array of featured presenters included Terry Frishman, culinary business expert and Principal Consultant of The Culinst; Charles Spence, psychologist and author of *The Perfect Meal*; Paul Gebhardt, Senior Vice President of Design and Creative Director for The Oneida Group; Jill Brandt, of Amazon Business; and Karen MacNeil, Wine Sommelier & author of *The Wine Bible*.

“With the excellent line up of speakers not only did the Oneida Hospitality Summit encourage me to think outside of the box on how to run my business, but it also provided thought-provoking solutions to today's ever- changing customer and digital landscape.” said Ruth Goldwait, Food and Beverage Director

with ClubCorp. (Commerce Club, Atlanta). “My eyes were also opened from learning about the trends impacting the hospitality industry. Who would have thought crickets would be on the menu?”

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Terry Frishman of the Culinest presented her 12 Megatrends, boiling them down to current food trends, including vegetarian sushi, nut-based cheese and cricket snacks. According to Frishman, consumers are demanding more from foodservice providers; they want meaning, transparency, safety and interaction. This, according to Frishman, creates an opportunity for operators to make consumers feel cared for and connected with curated offerings and experiences.

Professor Charles Spence shared salient examples of how food is in the mind and not in the mouth. According to Spence, flatware weight may positively impact guest experience . . . and the price the customer is willing to pay for it. Another example – dessert eaten on white dinnerware is perceived as 10% sweeter than when served on non-white dinnerware. Even the name of a dish and the sounds in a restaurant can affect taste and overall customer satisfaction. Can you imagine what sweetness sounds like?

Karen MacNeil revealed that in an industry of relentless change and disruption, wine has been a calming constant. Still, while wine is a constant, the way we serve or think about wine has changed and developed over the years. She led the audience through an enlightening, entertaining and empowering wine tasting.

Oneida will now turn to the National Restaurant Association show in May to reveal their own industry disruptors, including a new digital tool that will transform the way operators set their tabletop vision on the table.

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, beverage ware, serveware, storage ware, 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, and Fire-King. 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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