

Kitchen Prep

Kitchen Tools • Countertop Kitchenware



Lock&Lock's glass food storage containers feature a four-sided locking system.

Meyer To Distribute Lock&Lock Food Storage Brand In U.S.

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CHICAGO— Meyer U.S. is expanding into the food storage category and will be the exclusive U.S. distributor of Lock&Lock storage containers.

Lock&Lock is a South Korean-based manufacturer of food storage containers and additional houseware items. The company has gained exposure in the U.S. through its sales via QVC. In 2016, Lock&Lock opened a U.S. corporate office and has since focused on diversifying its sales channels through department and discount stores.

According to Darrin Johnston, managing director of Meyer U.S., the agreement enables both companies to leverage their strengths to benefit both businesses with long-term growth. "When you look at our industry as a whole and how it is changing, the

Lock&Lock's food storage containers are available in glass as well as Tritan (shown).



last few years have been a disruptive period. The companies that will continue to grow are the smart companies looking for new ways to do business with new partnerships. There are plenty of creative opportunities for two strong companies to come together and leverage their strengths to better both companies," Johnston said.

Johnston also said that Meyer has had its eye on entering the food storage category for some time and was seeking the right vendor to work with.

"Our market research tells us the food storage category has been growing for years and we see a couple of opportunities for Meyer in this category. Food storage is a sizable category where we can grow significant market share. It also aligns very well as a secondary category with cookware and food prep. Food storage is a natural next step in terms of how consumers prepare, store and travel with their meals," said Johnston.

Johnston noted that the company sought out a vendor in this category that already had some brand

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Lifetime/Instant Pot

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Egg preparation is one area that the company has honed in on, offering up accessories that assist with several ways of cooking eggs including soft or hard boiled, as well as for preparing egg bites with specific-shaped molds. Other cooking techniques such as roasting and steaming are also represented via an assortment of accessories including silicone inserts and wire baskets, to ease food prep.

Baking is another endeavor for Instant Pot users and Lifetime developed several basic and specialty pans and inserts to assist consumers with recipes such as bundt and cheese cakes to smaller loaves.

Lifetime focused on developing kitchen tools and accessories that complement prep outside of the Instant Pot, with accessories that are designed to complement the way consumers use the Instant Pot. The collection will include cutting boards designed to fit the width of the Instant Pot that make it easy for consumers to slide chopped veggies into the cooker. There will also be several kitchenware tools, as well as boards that feature Insta-Cook times to help consumers convert cooking times.

As far as its marketing and distribution, Siegel said it will be aligned with that of Instant Pot.

"This rollout needs to be seamless and the distribution model will be the same as Instant Pot. As for the packaging, it had to be cohesive with the appliance, taken from their brand language and packaging language, so for consumers it is from Instant Pot, coming from one company. The approach needed to be visceral. Consumers need to understand it immediately," said Siegel. **HWB**



Lifetime's Instant Pot line includes an egg rack for egg preparation.

Lock&Lock

continued from page 144 awareness, of which Meyer hoped to build upon and expand.

Lock&Lock's locking lid system features what it said is a four-sided locking system that

locks twice in order to provide airtight sealing for its containers. The containers are available in a wide range of sizes and shapes, and are also dishwasher, freezer and microwave safe.

For Meyer, with the Lock&Lock line, the company's

focus will be looking at the key features of the food category, such as keeping food fresh and a tight sealing lid, and pinpointing where there are white spaces in the category that Meyer can dial in on and problem solve based on consumer needs.

"For example, initially we are dialing in on the specific features and benefits of the Lock&Lock glass storage collection and how they are distinguished from other products in the market. We also feel we can bring the strength

of Meyer to the table when it comes to sales distribution and e-commerce strategies," he said.

For now, the company will focus on the Lock&Lock glass line and the Tritan line of food storage containers, with modifications that Meyer researched that align with what it sees consumers are seeking from food storage products. Some of these enhanced features include attention to heat resistance, high quality glass, color matching lids, nesting storage and similar features that are key in the food storage category.

The company will begin to also focus on consumer availability at retail, beyond QVC.

"To support this retail distribution, we will be revamping the packaging. Lock&Lock is the global leader in the category and is doing a lot of things right. Therefore, we want to highlight that to the consumer with product packaging that shows them the features and benefits that will help them feel confident about their purchase," said Gulbin Hoeberechts, Meyer's vp/marketing.

The company said it plans to ramp up its social media and public relations campaigns for the storage brand following the introduction at the Housewares Show. Meyer said it has scheduled to have products available for distribution by the fourth quarter of this year. **HWB**

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