

Cataluna Housewares Debuts Maxim Barware Mix

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MINNEAPOLIS, MN— Cataluna Housewares, which has the “Maxim” Magazine license for housewares products, will launch the Maxim Living barware collection this Novem-

ber aimed at men in their 20s.

“The collection is geared to men in their late 20s and [offers products] to start out their first bar,” said Bill Miller, vp/marketing at Cataluna Housewares.


Leveraging “Maxim” Magazine’s popularity with younger men, the licensed collection will be showcased in packaging

spotlighting the Maxim name. The pieces are displayed in handsome black leather-look boxes.

Sleek, sophisticated designs in gleaming metal distinguish the collection, which complements a variety of décor styles, from modern apartments to traditional townhouses.

The collection includes a variety of pieces ideal for setting up a full bar for entertaining, including a cocktail shaker in clear acrylic and stainless steel and Boston Cocktail shaker in brushed stainless steel, an ice bucket in clear acrylic and stainless steel, a waiters corkscrew and bottle stopper, winged corkscrew and ice cracker in brushed stainless steel.

The line also includes sets, such as the cocktail tool set featuring a strainer, double jigger, zester, muddler, stirrer, ice tongs and bottle opener. Another set includes an elegant flask, funnel and collapsible shot glass.

The collection will debut at department and specialty stores this fall. 

The Maxim barware collection features an array of items including a strainer, bottle opener, flask, jigger, zester, stirrer and ice tongs.

