



FOR IMMEDIATE RELEASE

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Inspired Home Show: **Booth #S1707**

Handstand Kitchen® Launches New Hello Kitty 50th Anniversary Baking Collection, Previews Smoko® Product

CALABASAS, CA – Handstand Kitchen introduces the newest addition to its expanding line of kid friendly bakeware with an exclusive Hello Kitty® 50th Anniversary baking collection. The limited edition collection is available only through Handstand Kitchen and can be pre-ordered now.

The commemorative collection celebrates 50 years of Hello Kitty and includes seven curated sets featuring iridescent and rose gold hues and the iconic Hello Kitty bow styled as a 50, to inspire and delight chefs and Hello Kitty fans of all ages. The sets include utensils and textiles, from silicone molds cookie stamps, spatulas, and non-stick baking mats to a paper cupcake set, plus aprons, oven mitts and potholders (MSRP Range: \$5.99 to \$29.99).

“We are thrilled to grow our partnership with Hello Kitty, a natural fit for our Handstand Kitchen brand,” said Yvette Garfield, Handstand Kitchen founder and CEO. “Building on the success of our 2023 Hello Kitty collections, there is so much excitement and anticipation for these special anniversary sets, and pre-order sales have skyrocketed.”

Handstand Kitchen launched its partnership with Sanrio® in fall of 2022, combining the signature style of Hello Kitty with Handstand Kitchen’s fun colorful baking sets. The success of a custom launch in 2022 at Michaels stores nationwide was followed by a second custom Michaels program in 2023.

Also new for 2024, Handstand Kitchen introduces its exclusive Smoko® collection. The sets feature favorite Smoko characters, such as Tayto Potato and Lil B Dumpling, on drink tumblers, kitchen towels, aprons, spatulas, bag clips and kitchen timers. (MSRP Range: \$5.99 to \$19.99) “Smoko is Aussie slang for a short break from the daily grind of work. We bring a bit of magic into the everyday, to infuse some fun into useful and giftable items for adults and kids,” said Garfield.

Both new collections are expected to be in stock to ship in August 2024.

Handstand Kitchen® is a certified WBENC women owned business, and a woman run company that has been inspiring young creators since 2007. Featuring a complete line of premium bakeware and kitchen utensils designed to be safe, comfortable and fun for chefs ages six and up, the durably crafted products are made for real kitchen use. Handstand Kitchen launched BOX CANDIY® in 2020, bringing innovative arts & crafts into the Handstand Kitchen family. While the products have evolved from a single cookbook into complete cooking and crafting collections, the company mission remains the same: to bring joy through creating together.

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ITEM DETAILS & CAD IMAGES

HANDSTAND KITCHEN® HELLO KITTY® 50th Anniversary Baking Collection (Available for Pre-Order Now – Expected Ship Date August 2024)

HANDSTAND KITCHEN® SMOKO® Collection (Available for Pre-Order Now (Available for Pre-Order Now – Expected Ship Date August 2024)

CAD Images / Descriptions: <https://handstandkitchen.box.com/s/rl1y51urmip2zct9y2rxka4nuw3bbfyk>

For more information about these and other products, please contact **Yvette Garfield** at **888-233-0244** or email info@handstandkitchen.com. To order this and other Handstand Kitchen products, email orders@handstandkitchen.com. Find the entire Handstand Kitchen collection at <https://handstandkitchen.com> and the BOX CANDIY® crafting collection at <https://boxcandyusa.com>.