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**HADEN PREMIERS THE STARBECK RANGE OF QUINTESSENTIALLY BRITISH BREAKFAST APPLIANCES AT THE 2024 IHA SHOW.**

Haden, a leading manufacturer of premium British kitchen appliances, is excited to announce the launch of their Starbeck Collection to the United States. Characterized by contemporary rounded shapes and sleek chrome accents, the Starbeck range embodies Haden's signature blend of classic and modern design. The collection's standout feature is its vintage inspired 'Starbeck' pattern, boasting a subtle yet distinctive textured finish that sets it apart from other products.

Haden started their United States distribution in 2019 by introducing major retailers to their top-selling “Quintessentially British” designs. Collaborating with retailers Crate and Barrel and Anthropologie on distinct collections, Haden continues to bring elegance and functionality to the North American market. With larger retail chains in mind, Haden has pivoted to test the sculpted malleable materials of the Starbeck collection to the marketplace.

The Starbeck range includes a 1.7 Liter Kettle, 2-Slice Toaster, 4-Slice Toaster, and 10-Cup Coffee Machine and will be available this Spring in elegant Bright Ivory, Putty, and Sleek Black Matte finishes. The kettle features rapid boil technology to ensure a quick and efficient brewing process for tea enthusiasts and busy households. Paired with the kettle, the Starbeck 2 and 4 slice toaster features a compact yet stylish design. Toasting perfection is guaranteed with multiple browning settings, wide slots to accommodate various bread sizes and convenient functions like defrost and cancel. In addition, the Starbeck coffee machine also adorns a side handle for managing the glass carafe for a smooth pour. Easy to operate and offering a removable, eco-friendly reusable filter this coffee machine creates quality coffee at the touch of a button.

The Starbeck collection will make its debut at the Inspired Home Show in Chicago March 17-19, 2024. Visitors to the show can experience first-hand the complete Starbeck Collection as well as other new products from Haden at booth #N7630.