

Love Cooking Company Transforms The Housewares Business

When Harry & David and Mrs. Fields – two powerhouse brands with world-renowned reputations—wanted to expand into the housewares market, they chose Love Cooking Company as their partner. The reasons for doing so were simple on the surface, but deeply important: they wanted to do business with people who shared their passion for results who had a track record of innovative product design, on-trend products and who could handle all of the services they needed in a one-stop-shop kind of setting.

“Love Cooking’s main reputation may be as a bakeware design and branding company,” said company President Scott Nicholson, “but our skills go well beyond the proverbial drawing board. We are able to help our partners build their brands with kitchenware and all of the ancillary products that go along with it: aprons, towels, bakeware, oven-to-table ceramics, dinnerware... even picnic baskets and tote bags. At Love Cooking, we handle the design integration across all products, manufacturing, distribution, and brand building – all while being responsive and agile to our partners’ needs.”



In the past, companies that were famous in one area of business, such as Mrs. Fields in cookie baking and Harry & David in the gourmet gift foods, would have to seek out multiple partners if they hoped to expand the scope of their operations. If a celebrity chef or food company wanted branded bakeware, they went one place for product design, another for manufacturing, and another for retail distribution. And if they wanted to expand beyond cookie sheets into other housewares, they would be forced to seek out a whole other set of partners. But that is not the case for brands that partner with Love Cooking Company. Love Cooking Company produces the product designs, integrates the designs across multiple product categories, handles the manufacturing—whether it requires metals, plastics, textiles, or anything else—sees to warehousing, and delivers the products to market through big box, mail-order and specialty retailers. “In today’s ever-changing marketplace, this is truly a rare and unique service that we are providing to our retail customers. We call this our Circle of Solutions, multiple products categories, all in design synergy with one another, focused on generating multiple item sales for our retail partners all from one supplier.” says Nicholson.



Love Cooking Company has a Track Record of Success

And how did Harry & David and Mrs. Fields know they could trust their venerable brands to Love Cooking Company? By looking at LCC’s current successes: Kreative Kitchen (formerly Chef Tony) and Monster Bakeware. Both product lines feature cookware solutions that broke the mold. From bacon racks that made cooking less messy and more flavorful to mini loaf pans that could deliver deliciousness in bulk, Love Cooking Company has been literally putting eaters’ mouths where the money is! It just made good business sense for these international brands to join forces with Love Cooking

Company—so much sense that the minds behind Hell’s Kitchen recently signed to partner with LCC for their new housewares line.

“At the beginning of the day, and at the end of the day, we do what we do because we are passionate about helping people fill their homes with love,” added Nicholson. “But in the middle of the day? That’s when we put our hands to the plow and help our partners build great products that are fully integrated in design, theme, and product collections and extend the reach of their brands.”



Bring home the joy of the tastiest name in cookies with bakeware, kitchen textiles, home decorations, and more from Love Cooking Company! Whether you are cooking up dessert or putting the finishing touches on your kitchen décor, Mrs. Fields’ products from Love Cooking Company will make your family feel loved from the inside out.





As the premier purveyor of gourmet gift foods for over 75 years, Harry & David knows that quality entertainment and casual elegance go hand-in-hand. That’s why they have partnered with Love Cooking Company to produce a line of ceramic bakeware, totes, dishes, towels, and more that will enhance any home or outdoor dining experience.





Why “go big or go home” when you can Go Big In Your Own Home with Monster Bakeware! When it comes to cooking for family and friends, size, taste, and presentation matter—which is why Monster Bakeware products use innovative design and masterful manufacturing to help cooks deliver big batches of food via easy-to-use tools such as big-batch cupcake pans and monster-size cookie sheets.





Whether you’re makin’ bacon, concocting your special homemade lasagna, or grilling up a great burger, Love Cooking Company’s Kreative Kitchen line of products—which can be branded with your own private label—can form the backbone of any home kitchen or retail housewares department.

