

Press Release

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Re: Snapi® by KitchenHappy™ Tradeshow success

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KitchenHappy's Snapi® grabs attention at gift industry tradeshows

Visitors to late summer gift industry tradeshows had the opportunity to experience for themselves not only the function but also the exceptional fun of KitchenHappy's Snapi®. Their delight with the single-hand server more than doubled the Snapi customer base during the shows.

"We had a number of orders at every show," Jordan Elder, KitchenHappy tradeshow manager, said. "A lot of people were interested once they saw the Snapi. During one show, a marketing company featured Snapi at its customer conference, which drew a lot of attention."

New customers weren't the only ones drawn to the Snapi booth. "Current customers saw our listing in the trade show directories and stopped by to say hello. It gave us the opportunity to enhance relationships and get personal feedback."

Made in America, the single-hand server was featured at KitchenHappy's booths at the California Gift Show, Los Angeles, CA; ASD Gift and Toy Show, Las Vegas; San Francisco International Gift Fair; and the New York International Gift Fair.

Based on the success of attending these shows, Jordan said KitchenHappy intends to participate in more shows and to expand Snapi marketing into trade magazines.

"And," she said, "we're using feedback from the shows to make changes. For instance, we'll put more emphasis on Snapi being completely made in America, and will work to regularly introduce fresh new colors in the near future."

Retailing for under \$10, the Snapi currently comes in four (4) colors: Ice (white), Kiwi (green), Watermelon (red) and Berry (blue). Its features include a convenient open/close locking mechanism for easy storage. They are BPA free and dishwasher safe.

Designed to serve salads, fruit, pasta, veggies, and other big-bowl fare with one hand, Snapi is becoming a favorite way to handle and prepare corn-on-the-cob. It truly is "The fun way to serve food."

For more information, please go to <http://wholesale.kitchenhappy.com>, e-mail smiles@kitchenhappy.com or call 248-453-5177.

