



Category Review – MÜkitchen Textiles



L&R Distributors, Inc.

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The Kitchen Textiles Category

- The Kitchen Textiles category consists of: Aprons, Dish Cloths, Kitchen Towels, Sponges, Oven Mitts and Potholders.
- In Grocery, this category tends to be a convenience category.
- Housewares as a category has experienced growth of as much as 20% over the last few years. Much of this growth is driven by Kitchen Textiles.
- MÜkitchen is a kitchen textile brand known for our top-quality approach to design, practicality and fashion flair. They truly believe that the kitchen is the heart of the home, and should be celebrated with delightful prints, solids and textures every single day.



Category Subcategories & Segments

- The subcategories or segments of this category are: Aprons, Dish Cloths, Kitchen Towels, Sponges, Oven Mitts and Potholders.
- Kitchen Towels outsell the other segments as much as 2:1
- Growth in grocery is driven by higher profitability in textiles and in response to consumer demand.
- The same consumers seeking transparency in food sources seek out natural materials such as cotton in textiles.



Category Consumer

- Growth is driven by Millennials and others who are interested in home cooking as a healthy lifestyle and as a social activity thereby spending more time in kitchen.
- Economic factors are leading many homeowners to remodel vs. move. Kitchens are a top household remodel project and this includes new textiles.
- MÜkitchen fits this lifestyle well since many of these same consumers are interested in quality and value!



Category Trends

- New products grab attention & sales



SCRUBSY! The Ultimate 2 in 1 Scrubber and Dishcloth Combo
Fruit and Veggie shaped scrubber adds a touch of whimsy to the kitchen. Cute but tough, the SCRUBSY works great at removing baked on grime, then raised cotton ridges grab the mess and hold it. SCRUBSY is also safe for non-stick surfaces. 100% terry cotton ridged cloth 12" x 12" with a gentle but tough Polyester/Polyamide Scrubber.

Top Selling Items



Ridged Cotton Dishcloths and Towels

Four fresh, new, on-trend colors added in 2017 to the very popular Ridged Cotton cloths and towels. The ridges are the reason these cloths and towels are highly absorbent; they run horizontally like any good work horse!



Double Duty Scrub Sponge:

This unique pattern print microfiber sponge is backed with a durable scrubber. The scrubber side is a texture that is tough but gentle on dishes and non-stick surfaces. The shape of the 3" x 6.5" sponge is designed to fit your hand and stop slips.

Top Selling Items

Designer Print Cotton Towels

“Farm Fresh” and “Seed Packets” 2 of the many new designs for 2017. The designs are trend right and there is something for everyone in the product assortment. Oversized at 20” x 30” towels are 100% cotton and perfect for everyday use.



Bar Mops & Specialty Cleaning

Utility and function are first and foremost. Set/3 100% cotton Bar Mop towels are the #1 seller because they are highly absorbent and durable. The 3 pc Specialty Cleaning set outperforms the competition at half the price! Each 14”x14” cloth has a specific purpose: Glass, Stainless, Surfaces. These cloths can be used without chemicals and can be reused over and over again vs. single use paper towels that end up in landfills.



New Planograms

Mükitchen planograms are available to ship from the L&R warehouses in New York and Pine Bluff.

- 3 ft x 72" Quote #619666
- 4 ft x 72" Quote #619669
- Kitchen Towel Side Wing Quote #619456
- Bar Towel Side Wing Quote #619457

