



ROYAL DOULTON
ENGLAND



Press Release

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A MAJESTIC COLLECTION... Introducing New Old Country Roses Fluted Giftware

New York, NY – Old Country Roses is the best selling pattern in the world. Popularity of the pattern for so many years is, in part, attributed to the pattern's extensive evolution throughout the past 46 years. Old Country Roses relates to every shape imaginable, for every room in the home, while still displaying the pattern's signature rose motif. The fluted collection has emerged as one of the most popular extensions within the Old Country Roses giftware collection, and this year Royal Doulton has announced it will be adding four new items to the line; **Fluted Mug with Coaster**, **Fluted Teapot Napkin Rings in a Set of 4**, **Fluted Teapot Salt & Pepper**, **Fluted Bowls in a Set of 3** and **Fluted 3-Piece Tea Set**.



A perfect gift for both work and at home, the **Fluted Mug with Coaster** is an oversize shape that can retain the beverage's warm temperature with its fluted shape. Conveniently accompanied by its own coaster, the item doubles just as effectively as a cover to keep the contents warm when placed atop the mug.

Setting a great table and paying attention to the details ensures when friends and family gather around your table they will always feel special. The **Fluted Teapot Napkin Rings** come in a set of four for easy entertaining, making certain a breakfast of scones and coffee to an afternoon tea with finger sandwiches to a dinner with pot roast have just the right finishing touches. The **Fluted Teapot Salt & Pepper** completes the charming fluted teapot look, adding more style to your table or buffet.

The kitchen often ends up being the center of a gathering, and the **Fluted Bowls** in a set of three will make your prep work look stylish as guests arrive to your home and add simplicity to serving snacks quickly. Ideal for mixing ingredients or for serving salads, sides or snacks, the Fluted Bowls come in three different sizes.



The **Fluted 3-Piece Tea Set** will transform every cup of tea into a proper English tea service. The fluted curved design is enhanced with the vibrant Old Country roses and 22-carat gold stippled trim. Conversation and pastries optional.

"We've found many of our Old Country Roses collectors gravitate towards certain extensions within the collection," says Art Bylin, President & CEO of Royal Doulton North America. "The Fluted Collection has been one of the most successful shapes within the Old Country Roses line, and the variety we have been able to offer our consumers has allowed the pattern to relate to every type of consumer, décor and preference. We are pleased to deliver yet more choices within our popular collection to new and existing Old Country Roses fans worldwide."

Old Country Roses has been the world's best selling pattern since its introduction in 1962. In response to the growing demand for new pieces, Royal Doulton introduces over 50 new Old Country Roses gift items every year. For more information please visit www.royaldoulton.com.

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