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Pop Art Toaster Developer Launches Shape-Baking Appliance

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NEW YORK—LC Premiums Ltd., which in recent years has been seeking to carve a comfortable niche in the toaster category by offering units that sear child-friendly images onto the toast, has now expanded its concept into a grill called the Tasty Baker.

A developer/sourcer, LC Premiums is aligned with more than 100 manufacturers across the world and has offices in New York and Asia.

LC has specialized in are giftware, housewares, glassware, children's items, executive gifts, jewelry and novelties.

The Pop Art toaster, as the

The Tasty Baker makes bite-size snacks in several shapes.



assortment has been dubbed, debuted in a six-plate version that can sear a variety of images: double hearts, a birthday cake, snowflake, flower and smiley face, among other things. A two-plate version includes sunshine and coffee cups.

The company then branched out in an effort to expand the concept, launching new models at different markets.

A chrome toaster features two plates with flower motifs. Also shipping are some "sassier" Pop Art toasters that include "Bite Me" and "I'm Hot" plates.

Another unit stems from a licensing agreement with David and Goliath, an apparel-and-accessories brand devoted to "women's empowerment." The "Stupid Toaster," as it is

called, includes four plates – "Chicks Rule," "Drama Queen," "Boys Are Smelly" and "I'm Toast."

A Pop Art Toaster Creative Coloring Kit, a package developed for children consisting of a 6-plate toaster with five food-coloring markers, also debuted.

LC Premiums historically has had distribution in independent specialty stores, Target.com and some department stores. The company is eyeing expansion into the mass market with its beefed-up product assortment, which is where the Tasty Baker comes in.

The 5-in-1 Tasty Baker is a tabletop appliance that resembles a waffle maker, according to Linda Carlish, president of LC Premiums.

The unit features an adjustable thermostat and can sear images, including a smiley face, dog, cat, rain, and heart. Additionally, it creates food in bite-size portions, which only increases the appeal of the product to kids.

The user adds the batter, closes the lid and sets the thermostat. The company is pushing the potential health aspects of the product, Carlish added. "You can

The Pop Art Toaster uses special plates to sear images into bread.



make whole-wheat pancakes for the kids, and they won't notice because they have a doggie on them," she said.

The unit is set to ship in September; LC Premiums is still tweaking the box art.

Up next from LC Premiums, according to Carlish: A Mickey Mouse version of the Tasty Baker via a pending licensing agreement with Walt Disney Co.