



Supermarkets Stock Up On Pyrex

The first Cookalong with Gordon Ramsey encouraged over 5 million viewers to have their trusty Pyrex mixing bowl to hand and for 2008, leading supermarkets are stocking up on more than just the classic ovenproof glassware.

ASDA Living, ASDA superstores and Matalan are the latest national retailers to stock the Pyrex range of non-stick metal bakeware, unveiled in 2007. From cake, loaf and quiche pans to oven trays and roasters, there are fourteen products in the Pyrex non-stick bakeware range available with a 5-year warranty from £3.99 RRP.

TESCO is now adding the Pyrex red ceramic ovenware to the range of white ceramic products already available. Oval and rectangular roasters, casseroles and pie dishes are among the products in the Pyrex ceramic ovenware range, available from £3.49 RRP.

On behalf of Pyrex, UK Marketing Director, Frannie Santos-Mawdsley comments, "From the highest profile celebrity chefs to UK consumers on the high street, Pyrex is widely valued as a brand of quality, durability and versatility that's well worth asking for by name. Already synonymous with the toughest ovenproof glassware, Pyrex non-stick bakeware and ceramic ovenware ensures premium cookware for every requirement and we're confident these ranges will prove popular sellers through these leading retailers."

In a recent independent survey by Category Consulting, Pyrex emerged as the most trusted ovenware brand of preference among the sample of over 1500 UK consumers. When asked which brand they trusted most, the majority of consumers, 38% of the sample, named Pyrex – a 13% lead over the nearest rival and 30% lead over supermarket own brands. Similarly, Pyrex was named as the preferred ovenware purchase by 27% of the sample, 7% more than the next competitor and 15% more than supermarket own brands.

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