



COOK • BAKE • HOST

Tools of the Trade (ToTT) emerges National Winner At the 2012-2013 Global Innovation Award (gia) in Chicago

March 2013 - The International Home + Housewares Show and the International Housewares Association (IHA), the global sponsors and organizers of the Global Innovation Award (gia) program, announced the winners of the 2012-2013 gia awards for housewares retail and design excellence on March 2, 2013.

gia was created in 1999, with the objective of fostering innovation and excellence in housewares retailing throughout the world. Today, gia is the most recognized, high-profile awards program for homegoods retailers around the globe. The competition is structured on a two-tier level, national and global, evaluating retailers within the following categories:

- Overall mission statement and strategy
- Store design and layout
- Visual merchandising, displays and window displays
- Marketing, advertising and promotions
- Customer service and staff training
- Innovation

Of ToTT's inaugural win at the 2012-2013 gia, Grace Tan, Marketing Manager of the 36,000sqft kitchen wonderland shares, "To be recognised as a National Winner at gia is a huge step forward for us. We are proud to be positioned alongside other national winners who have emerged leaders in their respective markets, and hope that we can continue to push the benchmark in creating excellent shopping experiences for our customers."

Co-sponsoring the country-specific gia award programs with IHA are housewares trade publications worldwide, which sponsor national gia programs in their respective countries. This year, 23 national gia winners from 22 countries were selected by co-sponsoring trade publications with targeted distribution in over 30 countries on five continents. All winners were automatically entered the global competition at the International Home + Housewares Show in Chicago.

About Tools of The Trade (ToTT)

ToTT Store is the largest kitchenware and tableware retail store in Asia. Aspiring to be a one-stop culinary haven for anyone who cooks, bakes or hosts, ToTT Store at 36,000 square feet comprises of a bistro, a gourmet produce section, a cookbook area, a children's corner, a DIY baking counter and a retail section that carries exclusive cooking, baking and hosting-related



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merchandise such as the Jamie Oliver range, Epicurean, Sous Vide Supreme and NordicWare. ToTT Store also offers culinary, baking and hosting classes at their two onpremise cooking studios with appliances from Gaggenau and Bosch – one a 64-seater demo studio and the other a 12 counter hands-on studio - can be used to conduct private classes as well as for corporate and team-building activities.

ToTT Store is located at:

896 Dunearn Road, #01-01A, Sime Darby Centre, Singapore 589472

T: (65) 6219 7077 W: www.ToTTstore.com

FB: www.facebook.com/ToTTStore

Store Operating Hours: Mon - Fri: 11.00am - 9.00pm ; Sat, Sun & PH: 10:00am - 9:00pm

Bistro Operating Hours: Mon - Fri: 10.30am - 9.00pm ; Sat, Sun & PH: 9:30am - 9:00pm

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