



**Safe, portable heat
where you live, play and entertain**



Think Outside the Can!

Housewares, Appliances & Accessories

Now available for licensing opportunities



Nancy Bailey & Associates, Inc.
BUILDING BRANDS THROUGH LICENSING





Sterno – The Final Touch of Perfection™

Heated by electricity, gas, fuel or candles

Brand Power

- #1 Brand in Canned Gel Fuel for 95 years
- The brand consumers recognize & trust
- National brand awareness 5X nearest competitor
- 85% market share in Canned Heat Category
- Broadly distributed in Food, Mass and all major retail channels

Target Consumers:

Consumers see Sterno products as highly versatile with usage across 3 distinct occasions:

In Home Entertainment:

- Enthusiasts account for approximately \$25 billion in sales of up-to-date cooking equipment & supplies (Mintel,2006)
- 91% keep food warm because it shows guests “I care”

Outdoor Entertaining and Camping

- Homeowners spending more money to remodel
- 51 million Americans expect to tailgate this year

Emergency Preparedness

- Red Cross and FEMA recommend having Sterno cooking fuel in Disaster Supply Kit



ENTERTAINING



EMERGENCY



OUTDOORS

Sterno’s Licensing Vision

A diverse line of Sterno branded products that increase relevance to consumers, broaden the brand’s exposure and support The Sterno Group’s corporate initiatives.

Categories now available for licensing include:

- Chafing Dishes ▪ Fondue Pots ▪ Food Warming/Cooking Appliances
- Warming Trays/Drawers ▪ Tailgate/Picnic Cooking Kits •
- Portable Grills and Accessories ▪ Patio Torches ▪ Fire Pits/ Fire Logs/Charcoal Lighters • Firestarters ▪ Emergency/Disaster Preparedness Kits



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