



## **FOR IMMEDIATE RELEASE**

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### ***COOKERY IS THE *gia* CANADA AWARD WINNER for 2022-2023***

**SCARBOROUGH, ON (October 6, 2022)** – The Canadian Home Products Trade Association (CHPTA) is pleased to announce that the winning retailer of the prestigious *gia* Canada Award for 2022-23 is [Cookery](#). Founded in 2014 with a single store by owner **Alison Fletcher**, Cookery now has four stores in Toronto, a franchise in Montreal, and ships nationwide from its webstore.

### **About the *gia* Awards**

The CHPTA is proud to be the **Canadian Sponsor** of the **IHA Global Innovation Awards (*gia*) program** recognizing overall excellence, business innovation and creative merchandising in home and housewares retailing.

The *gia* program was created by the International Housewares Association (IHA) and The Inspired Home Show (formerly the International Home + Housewares Show) to foster innovation and excellence in home and housewares retailing throughout the world. Since the launch of *gia* in 2000, there have been close to 500 *gia* retail award winners, from over 50 countries on six continents.

The *gia* competition is structured on a two-tier level, national and global, to honour independent and multiple location home and housewares retailers for excellence in several business categories:

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

Co-sponsoring the country-specific *gia* award programs with IHA are housewares associations and trade publications worldwide, which sponsor national *gia* programs in their respective countries. Each

national *gia* winner is invited to [The Inspired Home Show](#) in Chicago, where the global *gia* jury, consisting of four experts representing Asia, Europe and the Americas, plus a rotating group of co-sponsoring trade publication editors from around the world, will select up to five *gia* Global Honorees and the winners of the Martin M. Pegler Award for Excellence in Visual Merchandising and the *gia* Digital Commerce Award for Excellence in Online Retailing.

The 2023 Inspired Home Show will be held March 4-7 at McCormick Place in Chicago. On Saturday, March 4, the national winners will be honoured at a festive awards dinner where the *gia* Global Honorees and winners of the Martin M. Pegler and *gia* Digital Commerce Award will be announced. In addition, the national winners are featured at the Show, with banners and a special display in the Grand Concourse Walkway at McCormick Place.

### **About Cookery**

Cookery is a specialty kitchenware store & cooking class studio focusing on the needs of passionate home cooks in urban 'boutique' neighbourhoods. Their first location opened in Toronto's Roncesvalles neighbourhood in August 2014. Their second location, in North Toronto near Yonge & Eglinton, opened in October 2017. Their Bloor West Village shop opened amid a pandemic in September 2020, soon followed by their Westmount shop in Montreal in November of 2020. The latest store in the Leslieville area of Toronto opened in June of 2022.

Cookery has a beautiful collection of both heirloom and everyday cookware, kitchen tools, bakeware, barware, dinnerware, serving ware, and cookbooks. They cater personally to home cooks and cooking-inspired gift givers in their neighbourhoods, and online across Canada.

Their range of products offers high performance and enduring quality, as well as a focus on sustainable materials, local design and/or manufacturing. They strive to provide function, beauty, and inspiration to their customers' kitchens, while also ensuring value for money in an economically tight time.

All of their cooking classes take place right in the stores 'when life is normal'. Cookery's inhouse chefs build full 3-4 course menus with sommelier paired wines that make the perfect date night or ladies' night out for foodies. During COVID-19, they introduced live, online, interactive classes done from home.

Cookery believes strongly in being truly involved in their local communities and building strong personal connections with their local customers. Store colleagues know and live their shop neighbourhoods, and truly understand and love cooking; many are fully trained chefs themselves. Having small (under 1500 sq. ft.) local community shops allows Cookery to offer a curated collection and deliver unparalleled personal customer service.

Cookery focuses on this same type of commitment with colleagues, ensuring all full-time associates have access to health and dental benefits and, more importantly, a living wage in the communities they serve.

Cookery's team is available onsite, over the phone, by email, on Instagram & live personal website chat to help fuel culinary inspiration or choose the perfect gift. All of their products are also available on their website: <https://cookery-store.ca/>.

**About Alison Fletcher**  
***Owner, Cookery***



After a successful 19-year career in sales and marketing, working for some of Canada's biggest companies including Maple Leaf Foods, Tim Hortons, Weston Bakeries, and Burger King, Alison Fletcher chose to go out on her own. Combining her passions for cooking and retail, she decided it was time to apply her business planning skills to a vision of her own. In 2014, she conceived and launched Cookery with a mission to help passionate home cooks and families find everything they need for function, beauty and inspiration in the kitchen. Whether looking for a beautiful wooden bowl, a new cookbook, a non-stick frying pan that actually doesn't stick, or a full kitchen makeover - Alison and her team are here to help!

For more information on the ***gia* Canada Award** including past winners, visit:  
<https://chpta.ca/gia-awards/>