

**BRADSHAW INTERNATIONAL CASTS ITS VOTE FOR  
TOP CHEF ALL STAR FABIO VIVIANI FOR ITS BIALETTI BRAND**

RANCHO CUCAMONGA, Calif. (February 7, 2011) – Bradshaw International—a leading marketer of housewares, announced today a partnership with Chef Fabio Viviani. Best known as Bravo’s reality series’ Top Chef Fan Favorite and *Season 8 All Star* contestant, Viviani brings to America a simple, modern and fresh look at Italian lifestyle and will represent Bradshaw’s Bialetti brand, the leading Italian cookware and stove-top coffee maker brand known for its forward thinking in innovation and style.

“When I first met Fabio, he said, ‘You gotta see this!’ He pulled out a childhood picture of himself sitting on his family’s dining table next to a Bialetti Moka,” Brett Bradshaw, president of Bradshaw International, the USA distributor of Bialetti said. “Fabio was so excited over the Moka Express and explained how it’s been part of his life growing up and that it was one of the few kitchenware items he brought with him when he moved to the US—essentially, he was selling me Bialetti, and it was obvious that his passion for the brand is deeply rooted in his Italian heritage.”

The new partnership will allow Bradshaw’s Bialetti USA brand to showcase the number one Italian line for stovetop coffee makers and cookware through Viviani, as he reaches out to fans and cooking enthusiasts through social media, media interviews and select in-person appearances.

“When Bradshaw first approached me about partnering with them, I couldn't believe it,” Viviani said. “I’ve grown up knowing Bialetti and the little man (Bialetti’s icon)—I called my mom and she didn't believe me! Bialetti is part of my Italian culture and of course I couldn't wait to work with them. The Bialetti Moka is what I've always used to make espresso at home, so I'm very excited to share a little bit of my Italy with America.”

For more on Fabio follow him on Twitter @fabioviviani or check his website <http://fabioviviani.com>

For more information on Bialetti USA, please visit our Facebook page: [www.facebook.com/bialettiusa](http://www.facebook.com/bialettiusa).

## **About Bradshaw International**

Bradshaw International is a privately owned company based in Rancho Cucamonga, Calif., with family heritage dating back to 1905. Bradshaw International is a premier marketer of housewares in the U.S., and the largest kitchen gadget supplier in the world shipping more than 150 million pieces annually. Its family of brands span the areas of kitchen tools & gadgets, cookware, bakeware and cleaning products, which includes: Good Cook®, Bonny, Professionals™, Bialetti, Oneida®, Betty Crocker®, Butler®, a division of Bradshaw International; Mr. Clean®, Dawn®, and Black and Decker®. For more information about Bradshaw International or its products, please visit [www.bradshawintl.com](http://www.bradshawintl.com).

## **About Bialetti:**

Bialetti is an Italian brand of stove-top coffee makers and cookware products that's bringing a unique combination of current yet accessible Italian design and quality at every price point. Headquartered in Coccaglio, Italy, Bialetti puts a face on the modern Italian's unique approach to life, with a passion for all things good – style & design, food, friends, family and relaxation. Founded in 1933, Bialetti first came to market in Europe as the creator of the “Moka Express.” Today, the company offers an Italian-inspired line of cookware, kitchen tools and gadgets, as well as its wide-range of stove-top coffee makers.