



## Gibson Partners With Univision For Delicioso Launch

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Gibson has signed a licensing agreement with Univision Communications Inc. to produce tabletop and kitchenware products branded with the company's lifestyle brand "Delicioso" (Delicious). The new partnership enables Gibson to develop home products for Hispanic Americans.



"We are looking forward to presenting audiences with Delicioso-branded tabletop and kitchenware products that capture the spirit of the stories we tell, and the recipes and cooking techniques we share across Delicioso segments," said Rick Alessandri, executive vice president of Enterprise Development for Univision. "Partnering with Gibson on these collections is the perfect way to let consumers of every background experience the Delicioso lifestyle."

The multipurpose collection includes Prep, Cook, Serve, Dine and Drink categories. Coffee and Tea accessories is also in the works under the Delicioso brand.

"Reaching Hispanic consumers with Delicioso and Univision has exciting potential for us," Gibson president, Sal Gabbay, said. "A fresh, style-focused approach to these traditional items will have tremendous appeal at retail. The packaging is bold and colorful, featuring Delicioso recipes to pull the merchandising of this wonderful brand into perfect focus."

Delicioso will be introduced at the International Home + [Housewares](#) Show.

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