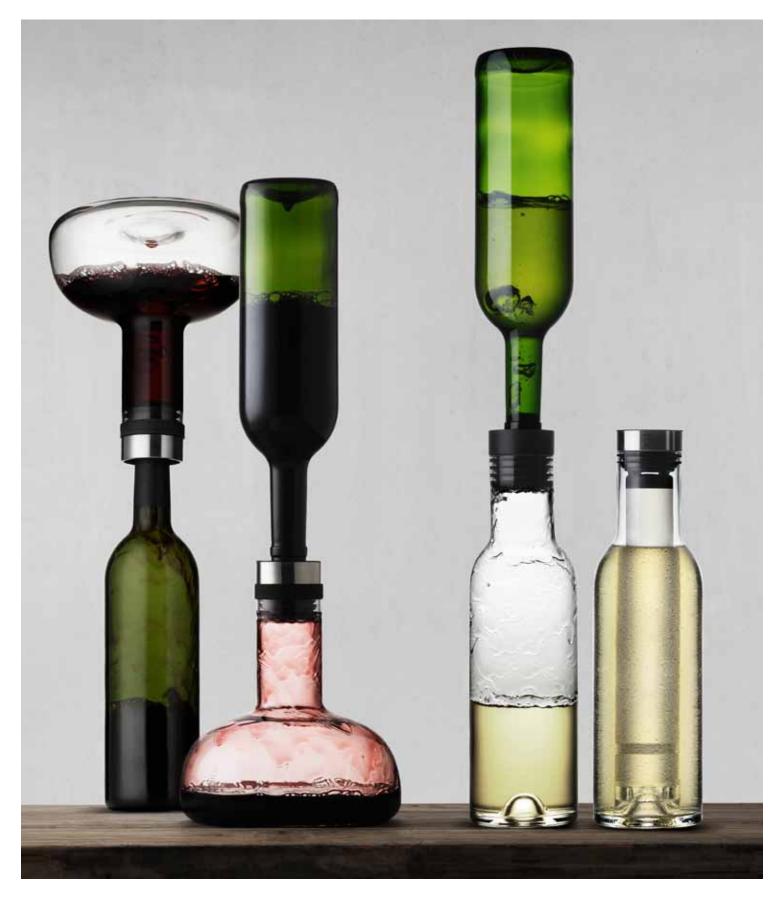
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BUSINESS TO BUSINESS EXPORT 2011/2012







WINE DEVELOPS AND MATURES IN THE BOTTLE, BUT EVEN A RIPE WINE CAN BENEFIT FROM AERATION BEFORE SERVING. YOUNG RED WINES IN PARTICULAR CAN BE SOMEWHAT UNAPPROACHABLE, BUT AERATION TONES DOWN THE WINE'S ACIDITY AND BITTERNESS, MAKING IT ROUNDER AND MORE ACCOMMODATING, AS ITS BOUQUET AND AROMA UNFOLD BEFORE THE WINE IS POURED.

TRADITIONAL AERATION INVOLVES POURING THE WINE INTO A CARAFE AND ALLOWING IT TO STAND FOR A COUPLE OF HOURS OR MORE. THIS REQUIRES PLANNING, PLENTY OF TIME AND PATIENCE. DO YOU REALLY WANT TO WAIT THAT LONG?



WINE BREATHER



AERATING WHITE WINE HAS THE SAME TASTE-IMPROVING ADVANTAGES AS AERATING RED WINE orea

COOL STICK IS STORED IN THE FREEZER

KEEP YOUR COLD WINE

COOL FOR

USE "I-NIGMA" ON IPHONE AND ANDROID (FREE AT THE APP STORE AND ANDROID MARKET) OR FROM







DO YOU THINK THINK AGAIN!

We hardly need to tell you that red wine benefits from aeration. But did you know that aeration does precisely the same for white wine? The aroma and bouquet unfold as the wine's finish improves and any bitter aftertaste fades. Of course, you can aerate your wine in the traditional way: By pouring it into a carafe and allowing it to stand for some time. This just requires time and patience - and the ability to keep the white wine chilled as it aerates.

READY TO DRINK, CHILLED WHITE WINE IN JUST A FEW MINUTES

New Norm CoolBreather brings innovation to wine. Aeration occurs as you pour the wine from the bottle to the carafe through the unique pour spout. Forget about uncorking wine long before drinking. And you keep your wine chilled longer with CoolBreather. Keep the practical coolstick in the freezer and place it in the 1-litre carafe when you need it. If the wine is a bit too warm, you can also chill it with the CoolBreather. The wine will become chilled quicker if you occasionally swirl it around in the carafe.

The carafe's clean lines are inspired by the wine bottle and you can use the carafe to serve the wine – it does not have to be poured back into the original wine bottle. Just place the lid on the carafe if you want to save the rest. You can also use the CoolBreather to chill water and juice. An additional tip: Many red wines are also better slightly $\,$ chilled than at room temperature. The CoolBreather is well-suited to aerate and chill your red wine.



PLACE THE COOL BREATHER IN THE NECK OF YOUR OPEN BOTTLE







2



TAKE THE COOLSTICK OUT OF THE FREEZER, TWIST ON THE POUR COLLAR AND PLACE THE COOLSTICK IN THE CARAFE





- 01 WINEBREATHER CARAFE
- 02 WINEBREATHER & WATER **BOTTLE SET - LIMITED EDITION**
- 03 WATER BOTTLE, 1 L





class design with a unique double wine decanting process, which provides exceptional decantation, combined with a beautiful visual experience that impresses both connoisseurs and wine lovers. This is pure innovation - designed by Norm for Menu. TURN AROUND, AERATE AND SERVE

The actual aeration process is untraditional and worth seeing, so your guests will probably enjoy witnessing the wine breather in action. The bottle is placed on the table and the carafe is attached to the bottleneck. Then, the bottle is carefully turned over and the wine flows into the carafe.

The Wine Breather spreads the wine so that it splashes through the neck of the carafe and flows down its sides, providing the maximum possible surface area. The wine can be served in the stylish carafe, but if you prefer to have the original bottle on the table, just turn the carafe over again and the wine flows back into the bottle!





01 4680069

02 4680299

- 01 WINE SET SELECTION: TERMOME-TER, FOILCUTTER, DECANTING POURER, VACUUM STOPPER
- 02 WINESET W. DECANTING POURER AND WINE THERMOMETER, VIGNON

01 5048

- 03 WINESET W. 4 PIECES, VIGNON
- 04 DECANTING POURER, VINTAGE
- 05 DECANTING POURER, PREMIUM
- 06 WINESET W. DECANTING POURER & VACUUM STOPPER, SELECTION
- 07 WINESET W. DECANTING POURER & VACUUM STOPPER, VIGNON
- 08 WINE RACK, BLACK
- 09 WINE CARAFE W. OAK STOPPER
- 10 WINE THERMOMETER, VIGNON
- 11 WINESET W. WAITERS CORK SCREW AND DECANTING POURER, VIGNON, LIMITED EDITION

03 4651499









- 01 COOL COAT, PICNIC, WHITE/LIME
- 02 COOL COAT, PICNIC, BLACK/GREY
- 03 COOL COAT, WINE COOLER, BLACK & GRAY AND OTHER COLOR COMBINATIONS









02 4663079







01 BAGGY WINECOAT, BLACK LEATHER LOOK 04 BAGGY WINECOAT, NEO PURPLE

02 BAGGY WINECOAT, RED

05 BAGGY WINECOAT, BLACK

03 BAGGY WINECOAT, WHITE







Menu is now launching definitive evidence that camping and cooler bags can be cool. Menu's Cool Bag is designed by Jakob Wagner and is a fully functional cooler bag with the design of a shoulder bag. The functionality in Menu's Cool Bag is unique and the design is a revolution within the world of cooler bags: Smart and becoming, easy and soft to carry



01 COOL LUNCH, BLACK/GREY BLACK/RED BLACK/PURPLE WHITE/BLACK WHITE/LIME WHITE/BLUE





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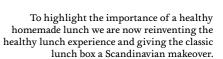
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COLORS









The Cool Lunch is featured in strong colors with dominant zippers and a small cooling element keeps food and drinks cold and fresh. A clever handle with velcro allows the Cool Lunch to be mounted with ease on a golf bag, a back-pack or over the handlebars of any bike.



- 01 CARAFE 1 L, W. BLUE/TURQOISE WRAP
- 02 CARAFE 1 L, W. BLACK/RED WRAP
- 03 CARAFE 1 L, W. PURPLE/CRISP LIME WRAP
- 04 CARAFE 1 L, W. BLACK/CRISP LIME WRAP
- 05 GLASS, LARGE W. LATTE SPOON, 2 PCS
- 06 CARAFE 1 L, BLACK + 2 GLASSES, 30 CL., LARGE
- 07 CARAFE, 1 L
- 08 WATER JUG, 1,3 L
- 09 WATER BOTTLE, 1 L
- 10 WATER JUG, 0,8L, STEEL LID
- 11 WATER JUG, 0,8L, BLACK/RED/LIME/TURQUOISE/ PURPLE





05 4669239



06 4668539







09 4680039







11 4661119 / 4662339 / 4662459 4662799 / 4662439 **10** 4661129







- 01 PIPE, TEALIGHT HURRICANE, HORIZONTAL
- 02 PIPE, TEALIGHT HURRICANE, VERTICAL
- 03 PIPE, CANDLEHOLDER, VERTICAL, 2-PACK





VIDEO

ER PIPE TEA VIDE





- 01 LIGHTHOUSE 650. OIL LAMP
- 06 LIGHTHOUSE 500. 02 LIGHTHOUSE 500 OIL LAMP
- 07 LIGHTHOUSE 350, 03 LIGHTHOUSE 350,
 - OIL LAMP, BLACK OIL LAMP
- 04 LIGHTHOUSE 220, OIL LAMP

THE ORIGINAL LIGHTHOUSE OIL LAMP IS AVAILABLE IN FOUR SIZES AS WELL AS IN A ROUND VERSION – ALL ARE SUPPLIED IN BOTH BLACK AND WHITE.

- 09 LIGHTHOUSE BALL OIL LAMP, BLACK
- 10 LIGHTHOUSE BALL, OIL LAMP, WHITE



08 LIGHTHOUSE 220, OIL LAMP, BLACK

05 LIGHTHOUSE 650.

OIL LAMP, BLACK

OIL LAMP, BLACK

Inspired by the lighthouses along the coasts of Scandinavia Christian Bjørn has created 'Lighthouse' for Menu. Glowing like bonfires in the dark the oil lamps are shining examples of Scandinavian Design.



NEW NORM

"DESIGN SHOULD MEET REAL NEEDS AND PLEASE ALL FIVE SENSES," SAY THE DESIGNERS BEHIND NORM, JONAS BJERRE-POULSEN AND KASPER RØNN. A CLASSIC, RECOGNISABLE SHAPE IS GIVEN AN ORIGINAL TWIST THAT DRAWS ATTENTION. A NEW MATERIAL OR TINY DETAIL GENERATES THE DESIRE TO TOUCH THE PRODUCT, TO SMELL IT AND ENJOY THE SOUND OF IT BEING PLACED UPON THE TABLE. NORM UNITES OPTIMAL FUNCTION WITH AESTHETIC BEAUTY, AND ADDS THAT LITTLE SOMETHING EXTRA THAT GRANTS THE PRODUCT ITS TIMELESS STRENGTH AND SOUL. THEREFORE WE HAVE NAMED THE COLLECTION "NEW NORM".





- 01 NEW NORM THERMO CUP W. LID, MEDIUM, WHITE
- 02 NEW NORM THERMO CUP W. LID, LARGE, WHITE
- 03 NEW NORM THERMO CUP, WHITE, 2 PCS.
- 04 NEW NORM THERMO CUP, MEDIUM, BRUSH DECOR, 4-PACK
- 05 KETTLE TEAPOT, GLASS W. TEA EGG, 1.5 L, CARBON
- 06 KETTLE THERMO JUG, 1 L, CARBON













- 01 BOTTLE GRINDER, SMALL, 2-PAK, LIMITED EDITION, STAINLESS STEEL
- 02 BOTTLE GRINDER, CLOUD
- ${\bf 03~BOTTLE~GRINDER, ASH}$
- 04 BOTTLE GRINDER, STORM
- 05 BOTTLE GRINDER, SMALL, ASH
- 06 BOTTLE GRINDER, CARBON
- 07 BOTTLE GRINDER, SMALL, CARBON
- 08 BOTTLE GRINDER, SMALL, 2-PACK - LIMITED EDITION
- 09 BOTTLE GRINDER, 2-PACK, ASH & CARBON, LIMITED EDITION

The Spice Grinder mills salt and pepper as well as larger spices. It is made of plastic and wood with a sleek, minimalist bottle-shaped design and a solid handle.

Functionality has been turned on its head: the ceramic mechanism sits in the top of the mill so it doesn't leave grains on the table! Materials: plastic, ceramic grinder, wood.



BOTTLE GRIND











01 TRIPOD, - SET WITH 3 PODS

02 POD, POURER

03 POD, SHAKER WITH LARGE HOLES

04 POD, SHAKER WITH SMALL HOLES



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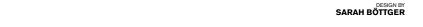
02 VIITRI, STORAGE GLASS, 12 CM, SMOKE

01 VIITRI, STORAGE GLASS,

8 CM, BLUE

03 VIITRI, STORAGE GLASS, W. LID, 19 CM, CLEAR 04 VIITRI, STORAGE GLASS, 23 CM, BLUE

05 VIITRI, STORAGE GLASS, 27 CM, SMOKE







02 4700029





03 4700019 **04** 4700009











05 5







TRAY WITH COOLING PAD AND PORCELAIN DISH – TO KEEP YOUR FOOD ICE COLD.

STACK 35 Cm

When you have planned a perfect dinner, carefully selected fresh ingredients, spent hours in the kitchen and designed an attractive table setting, it would be a shame if the cold starter was served lukewarm or the tablecloth was stained by dripping meat juices from the serving dish. To succeed, one needs more than a standard serving dish, but what?

Menu and the designer duo Norm, sat down to solve this problem. The result is a multifunctional serving and carving set, consisting of a melamine tray, a bamboo board, a porcelain dish and a cooling pad, which all can be used individually.

Put the cooling pad in the freezer and afterwards place it between the tray and dish. Suddenly, the serving set is transformed into a cooling tray that can keep desserts, sushi, lunch dishes and starters fresh throughout your meal! Combined with the attractive bamboo board, the tray is converted into a carving set equipped with silicone pads so that it remains steady on the table and in the tray, while a large cut out cross in the middle keeps the roast in place and channels meat juices down in the tray.



01 4723539

01 NEW NORM COMPLETE TRAY SET, 35 CM

02 NEW NORM COOL TRAY, 35 CM

03 NEW NORM CARVING TRAY, 35 CM





02 4722539

03 4721539



STACK 28 1

The series consists of 7 parts that can be combined as needed in innumerable ways. The diameter of the set is approx. 28 cm and, naturally, is supplied in a Menu gift box. The set is developed so it fits together in many ways and in so doing fulfils many of the needs in connection with serving in a modern kitchen. All details have been thought about and the simple, Scandinavian mode of expression hides several functions and refinements. A beautiful and functional gift that will greatly please the lucky recipient.

- 01 NEW NORM COOL BOWL, 28 CM
- 02 NEW NORM COMPLETE TRAY SET, 28 CM
- 03 NEW NORM HOT & COLD COMPLETE TRAY SET, 28 CM, 7 DELE





03 5094

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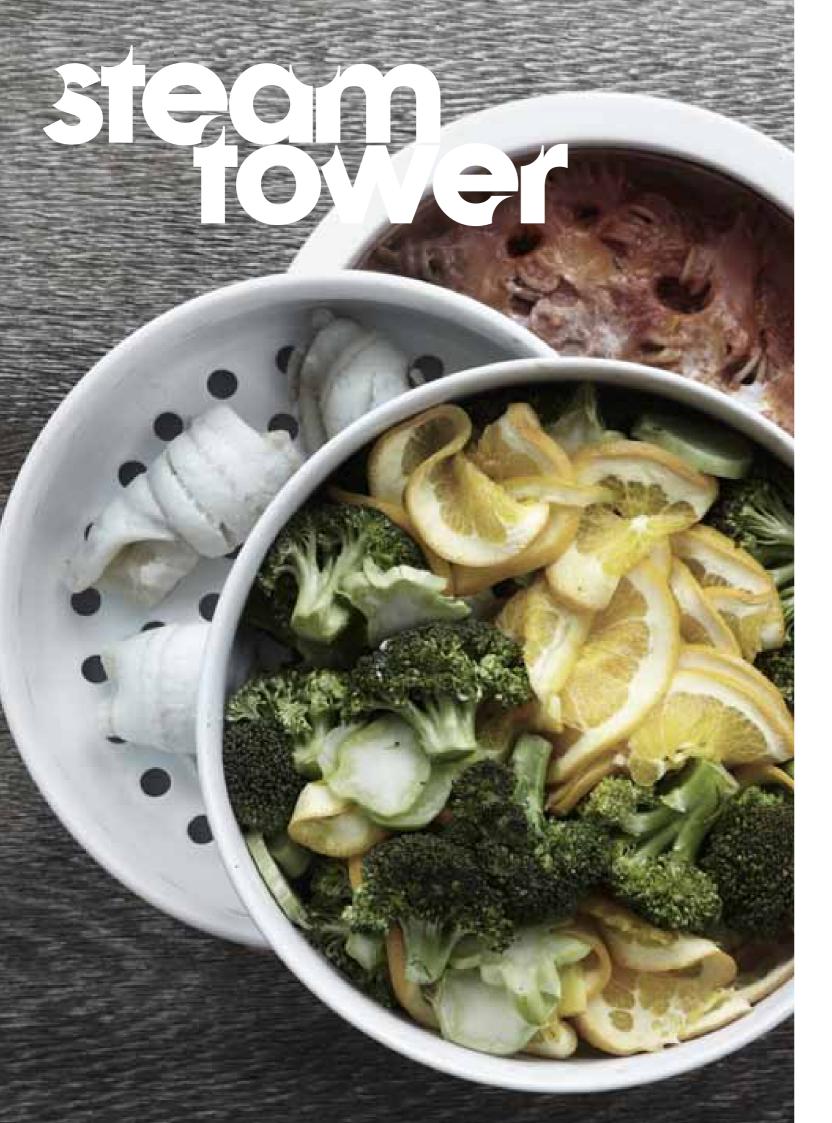




HEALTHY DINING

MANY BELIEVE THAT IT IS DIFFICULT AND UNMANAGEABLE TO FIT HEALTH INTO A BUSY EVERYDAY LIFE. BUT MENU WOULD LIKE TO CHANGE THAT! EVERY DAY MILLIONS OF PEOPLE AROUND THE WORLD HAVE COME TO KNOW OUR PRODUCTS AND THAT PUTS US UNDER AN OBLIGATION. FIRST AND FOREMOST WE WANT THE MENU DESIGN TO GIVE EVERYDAY PLEASURE IN FORM, FUNCTION AND DESIGN. AT THE SAME TIME, OUR AMBITION IS TO CONTRIBUTE TO A GOOD LIFE AND A SOMEWHAT BETTER WORLD. WE WOULD BE PROUD IF WE COULD BE A PART OF TAKING SOME STYLISH STEPS TO PROMOTING A HEALTHY LIFESTYLE. THEREFORE, WE WOULD LIKE TO DO WHAT WE CAN SO THAT YOU CAN ACHIEVE THE HARMONY AND BALANCE THAT SUITS YOU. SO YOU CAN LIVE A LITTLE BETTER, A LITTLE HAPPIER – AND PERHAPS A LITTLE LONGER.



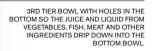


01 OVENPROOF STEAM TOWER, 5 PARTS





THE TOP WHEN STEAM TOWER IS IN THE OVEN, PLACE A LID ON THE TOP TO KEEP IN THE STEAM. TWO LIDS ARE SUPPLIED AND BOTH CAN ALSO BE USED AS TRIVETS WHEN SERVING.



2ND TIER BOWL WITH HOLES IN THE BOTTOM SO THE JUICE AND LIQUID FROM VEGETABLES, FISH, MEAT AND OTHER INGREDIENTS DRIP DOWN INTO THE BOTTOM BOWL.

IRST TIER BOTTOM BOWL WITHOUT HOLES.
HERE, THE LIQUID AND SAUCE ARE COLLECTED. THE BOWL HAS A PRACTICAL GRIP
EDGE SO YOU CAN EASILY TAKE THE ENTIRE
STEAM TOWER FROM THE OVEN AND DIRECTLY
ONTO THE DINING TABLE.



01 4516039



THE BASIC CULINARY PRINCIPLE IS THAT THE JUICE AND FLAVOUR FROM FISH, MEAT, VEGETABLES AND OTHER INGREDIENTS IN THE TOP BOWL DRIP DOWN THROUGH THE HOLES TO THE BOTTOM BOWL AND CREATE A GOOD SAUCE. THE STEAM ENSURES THAT THE FOOD REMAINS JUICY, CRISPY AND DELICIOUS.

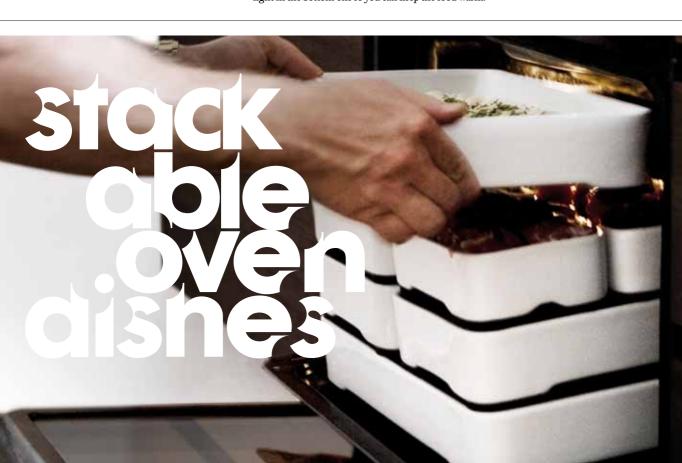
- 01 STACKABLE OVENDISH, 17 X 12 CM WITHOUT GIFTBOX
- 02 STACKABLE OVENDISH, 24 X 17 CM WITHOUT GIFTBOX
- 03 STACKABLE OVENDISH, 35 X 24 CM WITHOUT GIFTBOX

The dishes are available in three sizes. Each size fits on top of a dish of the same size – but you can also mix the three sizes. Two medium-sized dishes fit on top of the biggest one and two of the smallest on top of the medium-sized ones. In so doing, you can place two dishes on top of each other in which each dish or ingredient is heated separately.

Each corner of the dishes is fitted with a leg of heat-resistant silicone. This means that you can move them directly from the oven to the table – without using trivets. You can also place two dishes on top of each other and place a tea light in the bottom one so you can keep the food warm.



STACKABLE





02 SALAD TONGS

03 SALT & PEPPER TUMBLERS, FINE, 1 SET

04 PIPETTE GLASS 150 ML, 2 PCS. WITH TRAY







03 4420019 **04** 4722929



- 01 VERNER PANTON ESPRESSO, 2 PC.- LIMITED EDITION BLACK / RED / PURPLE
- 02 VERNER PANTON ESPRESSO, PLATINUM, 2 PC.- LIMITED EDITION
- 03 VERNER PANTON EGG CUP, BLACK / COLORED, 4-PACK
- 04 VERNER PANTON THERMO CUP, MEDIUM, BLACK / COLORED, 4-PACK
- 2 PC. LIMITED EDITION, RED / MIDNIGHT BLUE / PINK
- 05 VERNER PANTON THERMO CUP, GOLD, 2 PC.
- 06 VERNER PANTON THERMO CUP, PLATINUM, 2 PC.
- 07 VERNER PANTON PLATE, Ø17,5 CM, 2 PCS. BLACK
- 08 VERNER PANTON BOWL, 12 CM, BLACK / COLORED, 4-PACK
- 09 VERNER PANTON STORAGE JAR, 1.5 L, BLACK
- 10 VERNER PANTON STORAGE JAR, 0.75 L, BLACK

Design award-winning thermo cups in luxury porcelain featuring the original geometri l print from 1960 by the world-famous danish architect, Verner Panton







01 4502539 / 4502339 / 4502799

02 4502809











04 4506939 / 4506339 / 4506759 / 4506369 / 4506999



05 4506859

06 4506809







07 4509939

08 4508939 / 4508999

09 4522539



- 01 NORDIC WOOL, THERMO CUP, MEDIUM, ORANGE/YELLOW, 2 PCS.
- 02 NORDIC WOOL, THERMO CUP, MEDIUM, RED/LIME, 2 PCS.





01 4501279



biack contour



- 01 THERMO CUP, MEDIUM W. LID AND SPOON, 2-PACK, BLACK CONTOUR
- 02 KID'S BOX, BLACK CONTOUR, 3 PARTS
- 03 HERB TRIO, BLACK CONTOUR
- 04 SOUP DISH, Ø17,5 CM, BLACK CONTOUR, 2 PCS
- 05 LUNCH PLATE, Ø23 CM, BLACK CONTOUR, 2 PCS
- 06 PLATES, Ø17,5 CM, 2 PCS., BLACK CONTOUR
- 07 THERMO CUP, MEDIUM, BLACK CONTOUR, 2-PACK
- 08 THERMO CUP, MEDIUM, BLACK CONTOUR, 4-PACK
- 09 THERMO CUP, MEDIUM, BLACK CONTOUR









02 4517339



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06 4509239



07 4500229



08 4500429



09 4500029

- 01 TOOTHPICK MAN, BLACK
- 02 NUTCRACKER
- 03 KEYCHAIN, BLACK TITANIUM
- 04 CARD BOX, BLACK TITANIUM
- 05 CARD BEEPER, BLACK TITANIUM





- 01 TRIVET, PROPELLER,
 DEEP PURPLE / NEO PURPLE / RED /
 NEO RED / PINK / LIME / BLACK /
 WHITE / YELLOW
- 02 TRIVET, MAGNETIC, PROPELLER, BLACK

03 TRIVET, PROPELLER, BURNT ORANGE

















- 01 DOUBLE CANDLEHOLDER, BLACK, B2B EDITION
- 02 DOUBLE CANDLEHOLDER, WHITE, B2B EDITION
- 03 DOUBLE CANDLEHOLDER, STAINLESS STEEL, B2B EDITION
- 04 DOUBLE CANDLEHOLDER XL, 65 CM

DOUBLE CANDLEHOLDER RED / MINT / YELLOW / PURPLE GIFTBOX INCLUDED











CIODDD





01 DROPP! - IN A GIFTBAG NEO PURPLE CARBON NEO RED SPRING LEAF SNOW WHITE STORM BLUE 02 RUBBER VASE, LARGE
NEO PURPLE
RED
NEO RED
PINK
LIME
BLACK

DEEP PURPLE

03 RUBBER VASE, SMALL RED PINK LIME BLACK

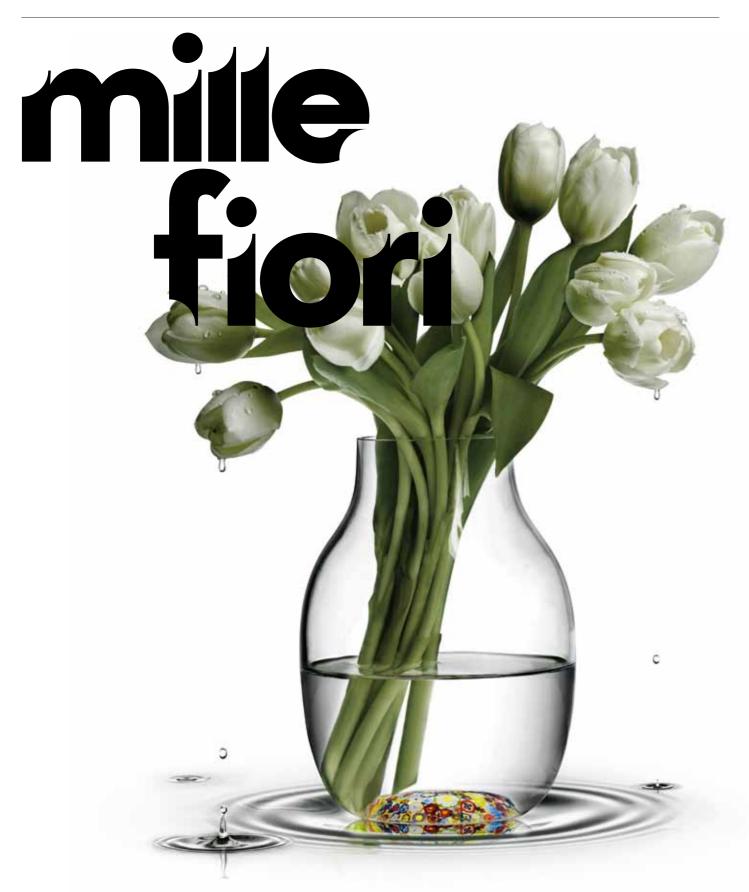
DEEP PURPLE

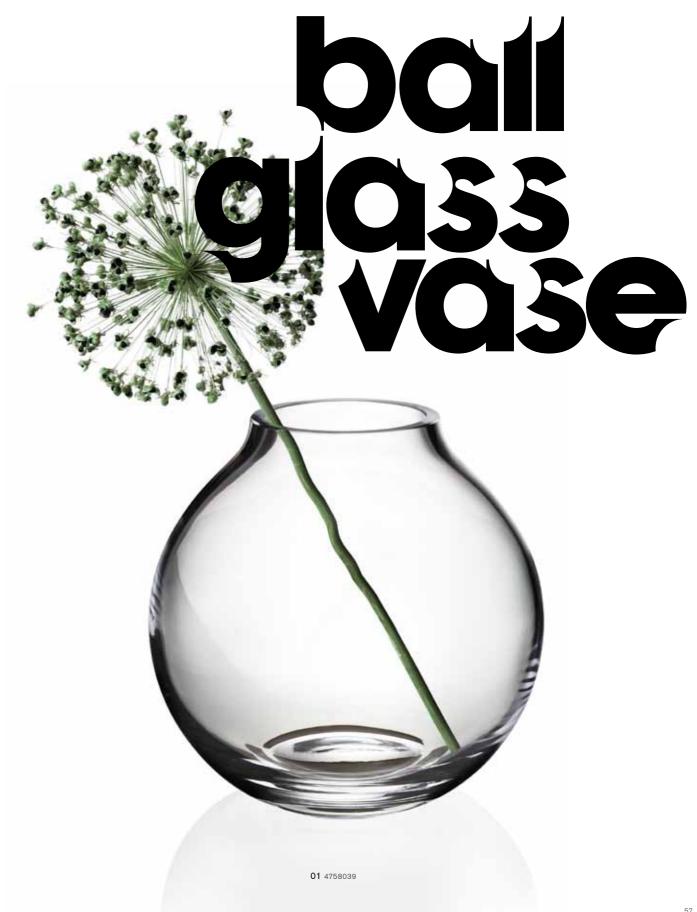
04 RUBBER VASE, BURNT ORANGE,

rubber Vase 04 4752259

02 4752329 / 4752339 / 4752349 / 4752349 / 4752359 / 475259 / 4752439 / 4752539 / 4752799

01 MILLE FIORI VASE, CLEAR, 20 CM 01 BALL GLASS VASE, CLEAR







- 01 TWOGETHER, CANDLEHOLDER
- 02 CHUNK, CANDLEHOLDER, OAK, 2-PACK - LIMITED EDITION
- 03 GALERIE CANDLEHOLDER 1 PC. 2 PC.
- 04 JEWELLERY TREE
- 05 JEWELLERY TREE WITH RING FOR EAR STUDS, LARGE
- 06 AROMA LAMP, 1 PC.
- 07 TEALIGHT SHADOW, 2 PCS







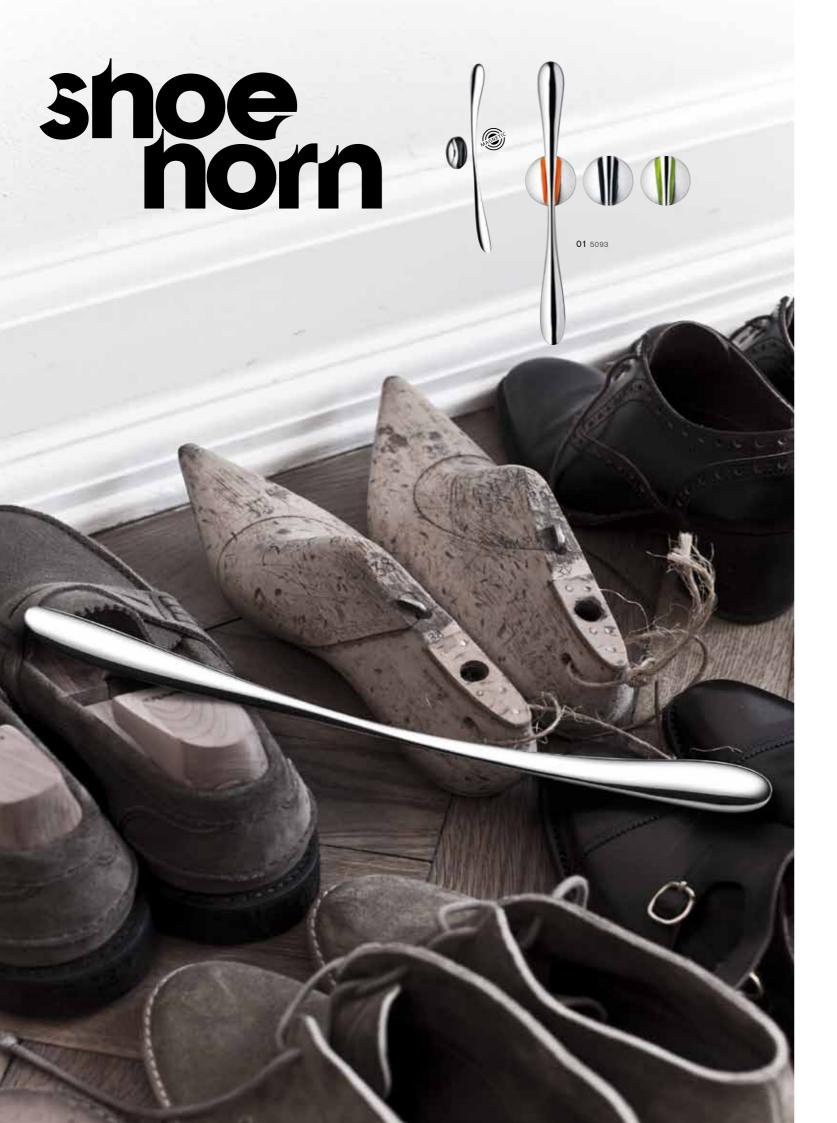








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- 01 SHOE HORN
- 02 KNOWLEDGE IN THE BRAIN, BLACK
- 03 KNOWLEDGE IN THE BRAIN, WHITE

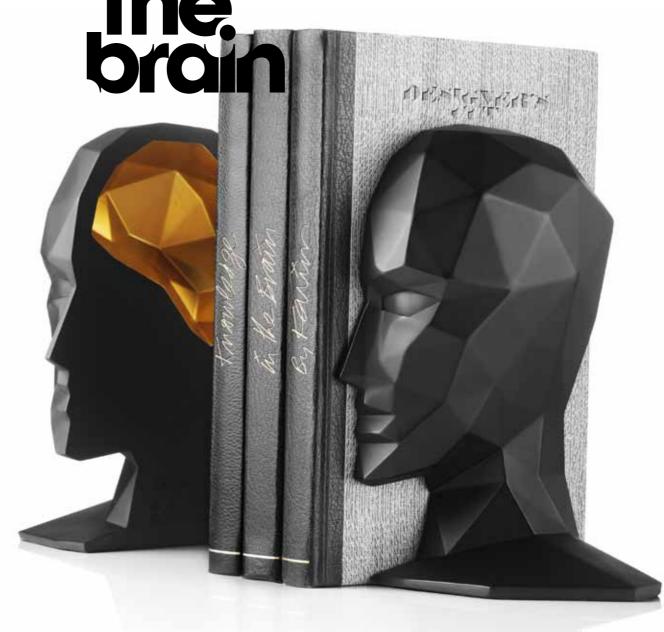
Karim Rashid is one of the biggest design names of his generation. And Menu has given him free rein to create an entirely unique bookend based on a 3D representation of his own head. Sliced in two with the brain showcased in a different colour, so it takes on a life of its own.

MARIM RASHID



Know leage in the brain





01 CLASSIC GLOBE

Detaches from the base and makes it both fun and easy to plan your next trip abroad, to settle the quiz or to educate the little ones.

Unique architecture for the birds in your garden. The famous Barcelona Pavilion from 1929, designed by the legendary German architect Mies van der Rohe, provided the inspiration for this meeting place for modern bird life. It also acts as a stylish, sculptural element in the garden. In keeping with van der Rohe's spirit, it exudes geometric simplicity and is made of an extraordinary material: robust and durable acacia wood from sustainable European forests. The feeding table is beneath the roof, where the bird food can be placed on two spikes, while the bird bath sits out in the open.

barce on a BIRDFEEDER



giobe



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