



bloomhouse™

NOURISH IS OUR NATURE

A stylized illustration of a house with a square window and a plant with leaves and berries, set against a light beige background. The house is on the left side of the image, and the plant is on the right side. The background is a solid teal color.

# ABOUT THE BRAND

- Health and Wellness Driven
- Eco-Conscious and Sustainable
- Aspirational yet Attainable
- Artisanal-Inspired
- Fun and Vibrant
- High Quality and Great Performance
- Good For You and Good for The Planet
- Celebrates our World, its People and their Cultures
- Inspired by the Universal Joy of Cooking,  
Dining and Entertaining



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**ONETREEPLANTED**

bloomhouse is proud to partner with ONETREEPLANTED, a non-profit organization that plants trees in a sustained effort to reforest our Earth, provide education, awareness, and engagement on the importance of trees in our ecosystem, and to inspire action.

**Through this partnership, bloomhouse will plant a tree for every set sold, around the world.**





# NOTABLE PRESS



**OPRAH'S FAVORITE THINGS!**

**Quarterly**  
2022 | VOLUME 2, NUMBER 4  
LIVE YOUR BEST LIFE

**104 GIFTS FOR EVERYONE ON YOUR LIST**  
\* Enter for a chance to win them all! Page 8

**THERE'S A COACH FOR THAT!**  
Picking the right person to help

**3 WAYS TO SHINE**  
Glowy holiday looks

**INSANELY NICE THINGS**  
To say to anyone

**Bring the Heat**

These durable pots and pans don't just look chic—they work hard, too! Each one in the 12-piece set is coated in nontoxic, nonstick ceramic and is oven-safe up to 550 degrees. Two of the pans included in the set even come with ceramic steamers, so you can easily make healthy veggie sides in a flash with little to no oil. **(12-Piece Tri-Ply Stainless Steel Cookware Set with Ceramic Nonstick Interior, originally \$350, now 20 percent off with code OPRAH; bloomhousecollection.com)**




**SOLD OUT**

16 OPRAHDAILY.COM

**Forbes**

## Oprah's Favorite Things Of 2022 List Features 7 Wellness-At-Home Items



**7. Bloomhouse 12-Piece Stainless Steel Cookware Set**

If one of your resolutions is to **eat healthier** in the new year, that likely means cooking more at home. And as with any endeavor, having the right tools makes the job more manageable. For meal prep, that means cookware that's easy to use and clean afterward. This set can go from burner to oven and is nonstick, but also nontoxic. With safety risks associated with many nonstick coatings, that's a crucial criterion. One of the best features about quality cookware is that you can use it for the rest of your life and hand it down to your kids. It's an investment! (bloomhousecollection.com)



# HOUSEWARES

bloomhouse cookware is non-toxic, nonstick, fully recyclable and inspired by the shapes of Colombian sculptures. Both our Tri-Ply Stainless Steel and our Heavy Gauge Aluminum sets offer high-quality function and artisan-inspired beauty, while promoting healthy living for all.



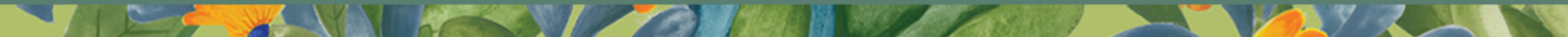




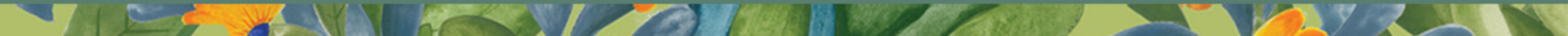


# TABLETOP

With ceramic and stoneware, unique and vibrant glazes, hand painted patterns and organic shapes, bloomhouse dinnerware brings timeless taste and joy to your table – inspiring a zest for life that nourishes our appetites and spirits alike.



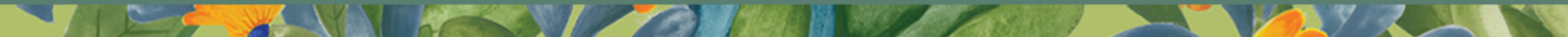




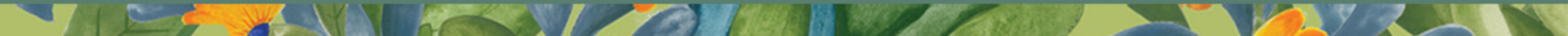


# ACCESSORIES

When it comes to bloomhouse , entertaining lies at the core of our value system. We believe in gathering around the table with serveware that inspires, colored glass, tools made of Italian Olive Wood and more - in celebration of our world and its people.



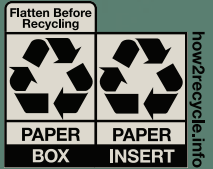






# PACKAGING

bloomhouse packaging is fully recyclable, design-forward and visually striking. Including a “menu” graphic to represent the pieces in the set, an essential list of Features and Benefits and a QR code that leads consumers to our brand website, store and social media channels, our gift boxes don’t just store – they stimulate.







## A Note from the Founder

Welcome to bloomhouse - a unique cooking and dining experience that empowers spirits, honors our Earth and celebrates its people.

With pieces crafted from a health-driven perspective and a mission that's vividly eco-conscious, bloomhouse aspires to share a lifestyle that's good for you and good for the planet. I set out to create a collection of products that is friendly to our Earth - a brand free of toxins yet full of life. Through our partnership with ONETREEPLANTED, we will plant a tree on your behalf for every set sold in an effort to replenish our world, inspire acts of kindness and encourage moments of growth - together.

With every design created, color chosen, shape sculpted and pattern painted, I had you in mind - the piece of the world you represent, and the need for us all to rediscover joy and vibrance through food. Now that we're here, I leave you with a simple sentiment - one of gratitude. Thank you for blooming with us.

Nourish Is Our Nature, and now, it's yours too.

Cheers,

*Daniel*

Daniel Gabbay, bloomhouse Founder and Designer



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