



OXO extends its food storage category with new innovations that strive to reduce food waste and keep food fresh

Visit OXO on Stand F07 in Hall 9.1

OXO is set to unveil its new range of innovative food storage solutions at Ambiente 2025, addressing consumer demand for smarter kitchen essentials. With consumers increasingly looking for meal prep solutions to aid healthy eating and save money, these new introductions blend functionality with design to offer a range of options that make food storage a breeze, while helping to reduce food waste.



Silicone Reusable Bags

Keep food organised at home or on the go with the popular OXO Silicone Reusable Bags. Made from durable silicone, these eco-friendly bags offer the convenience of single-use plastic but can be reused time and time again. The secure seal keeps contents fresh, while the easy-grab tabs ensure effortless opening. Available in six sizes, they're dishwasher, freezer, and microwave safe, making them a versatile, sustainable storage solution. Ideal for portioning meals, marinating, saving leftovers and storing meat, vegetables and fruit at home, as well as taking snacks and lunch on the go.

Twist & Stack Food Storage Containers - NEW

Building on the success of its award-winning POP containers, OXO is introducing the versatile Twist & Stack Collection. Crafted from durable Tritan plastic, these containers feature a silicone gasket and a twist-lock lid, ensuring a 100% leakproof seal, making them ideal for storing food at home or on the go. Designed for ease of use and convenience, the interchangeable lids offer a comfortable grip for easy opening, while their stackable design maximises fridge and freezer space. Stain-resistant and built to last, the containers are safe for the dishwasher, microwave, and freezer. Available in three practical sizes: 350ml, 550ml, and 900ml.



Produce Savers - NEW

OXO's new Produce Savers are designed to extend the shelf life of fruits, vegetables and herbs, helping to keep them fresh and reducing food waste. The Long Bin is perfect for storing longer produce like carrots and celery, the Medium Bin best suited to leafy greens and peppers, while the Herb Keeper can be used for herbs like parsley and thyme.

Each container features integrated handles for easy access, an aerated basket to promote airflow and a removable basket that doubles as a colander for washing. The pivoting lid allows quick access in the fridge, while built-in ventilation helps regulate humidity. Use the adjustable divider to keep contents organised. The clear containers allow you to see contents at a glance, and make it easy to fill the Herb Keeper with water to make your herbs last longer. Available in 2.8L, 4.5L, and 2.3L sizes. Dishwasher safe.

Retail buyers and media contacts are encouraged to visit the **OXO Stand F07 in Hall 9.1** to experience the product innovations first-hand and discover the OXO Better Guarantee.

About OXO

For over 30 years, OXO has been globally recognised for its groundbreaking, award-winning universal product design. Starting with the iconic OXO Good Grips Swivel Peeler in 1990, OXO has paired innovation and purpose to create tools and gadgets that make everyday living better, every day. Today, OXO makes products that span several home categories: cooking, baking, cleaning, storage and organisation, coffee, baby. The brand has won over 100 design awards worldwide. OXO consistently challenges convention, solving problems and anticipating needs with thoughtful, modern design solutions. OXO is a proud member of 1% for the Planet, committing 1% of annual sales to support environmental non-profits. Learn more about how OXO is making the everyday better at www.oxouk.com

About Helen of Troy Limited

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The OXO range is widely available from a selection of national retailers.
For stockist details call 0114 242 7295 or visit www.oxouk.com