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THE CELLAR AT MACY'S CELEBRATES 30 YEARS OF GREAT TASTE

In 1972, Macy's San Francisco introduced a revolutionary concept and called it *The Cellar*. The idea was simple: give the budding home chef the tools to create a kitchen lifestyle where cooking gourmet food could be a fun, healthy part of one's daily life. The Cellar proved so successful that the concept was then taken to New York and other Federated divisions.

The concept of The Cellar is consistent with Macy's history of developing new ideas, designing exclusive products, and presenting them in an atmosphere as exciting as the merchandise itself. Macy's Cellar caters to customers who want the best in housewares merchandise with products ranging from kitchen gadgets to everyday basics to professional cookware to dinnerware. The atmosphere is friendly and inviting; the appearance is casual yet sophisticated. High profile displays show off elegant tabletop themes to highlight Macy's stock of name brand and private label brands. As a result, The Cellar at Macy's continues to lead as the retail innovator in the housewares industry and has become a recognized private-label brand.

"Macy's is constantly evolving to give customers what they are asking for in a department store. The Cellar is consistent with Macy's goal of delivering the best merchandise to the customer in a fun and exciting environment, and is often the first with new product introductions. For 30 years, our customers' kitchen and home lifestyles have benefited from The Cellar's dynamic and innovative approach to merchandising products," said Robert L. Mettler, Macy's West CEO and chairman.

The Cellar has also quickly become a source for the professional chef as well as the home chef. Macy's researched the products used by professional chefs and The Cellar was the first to introduce Circulon and Calphalon, the premier cutlery of Henckels, and European electrics by Cuisinart and Krups to the West Coast. In addition to cooking tools, The Cellar also carries everything needed to add to the fun and appreciation of a well-cooked meal by offering the necessary items to set a beautiful table. From hand-painted Italian platters to beautifully glazed sushi dishes from Japan to hand-blown stemware, it is all found in The Cellar.

In addition, The Cellar at Macy's educates and entertains culinary enthusiasts. In 1995, Julia Child helped open a state-of-the-art demonstration kitchen in The Cellar at Macy's Union Square. This high-tech culinary classroom is equipped with appliances, professional quality cookware, and a sophisticated video

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system. Narsai David, Macy's resident culinary expert, hosts a regular series of cooking classes, "Saturdays in the Cellar with Narsai" in the Union Square store. These classes highlight the best gourmet foods and housewares merchandise and often feature local and celebrity chefs including Wolfgang Puck, Jacques Pépin, and Martin Yan. Every month, cooking seminars highlight different themes that have ranged from "Fascinating Fusion" to "Late Harvest" to "The Art of Chocolate" to keep the customer informed and inspired. Additional demonstration kitchens soon followed in Macy's Valley Fair (Santa Clara, CA); Macy's Del Amo (Torrance, CA); and Macy's South Coast Plaza (Costa Mesa, CA). Capitalizing on the success and popularity of these demonstration kitchens, Macy's again took the next step and created a complete culinary cooking school. The Macy's Mission Valley (San Diego, CA) kitchen opened in 2001 and offers hands-on classes for the home chef.

Now, 30 years later, The Cellar can be found in more than 200 Macy's stores throughout the nation, researching and then showcasing the latest and best in gourmet cookware and an ever-changing and inspiring array of gourmet and exotic cuisine. The Cellar continues to be at the forefront of bringing the customer exciting new product introductions.

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