

**For Immediate Release**

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**MÜkitchen unveils expanded product line for 2021**

ST. LOUIS PARK, MN—MÜkitchen is entering 2021 with its widest product portfolio since its founding, the company announced today.

A boutique purveyor of kitchen cloths and accessories with a strong reputation for innovative products and on-trend design, the Minnesota-based company is unveiling new products for the new year, including coordinated prints and new fabrics.

“Coming out of 2020, I think we are all looking for a little more fun,” explained CEO Chadd Moser. “We want to keep it exciting and fresh.”

Included in 2021’s line are coordinates that combine whimsical design with a more traditional, muted color palette. Featuring aprons, mitts, bar cloths, and other kitchen textiles, these new offerings can function not only as matching sets, but also mix-and-match across the various lines.

“In 2020, people rediscovered and reinvented the concept of ‘home,’” said Moser. “Suddenly it was your office, your schoolroom, your restaurant.” This paradigm shift will continue to influence consumer habits, even as public life resumes, post-pandemic, he added.

MÜkitchen is uniquely poised to meet this renewed interest. The company is known for the playful approach of its in-house design team, as well as a detailed consideration of tough and functional raw textiles.

Another shift for 2021 is the way that consumers shop, with virtual experiences coming to the fore. Retailers able to embrace these changes are the ones navigating successfully with an eye on the future.

MÜkitchen, likewise, has tweaked its strategy to keep pace. “We’ve always collaborated with the retailers,” Moser said, “but that relationship is even more proactive now.” The company has also adopted a nimble manufacturing strategy that allows it to maintain the supply chain in the face of slowdowns or stoppages due to external factors like the pandemic.

With changes such as these, as well as the new aesthetic and products in its portfolio, MÜkitchen looks forward to a brighter 2021 for everyone. “Challenges can make us stronger,” said Moser. “At MÜkitchen, we tend to look on the bright side anyway. We’re really hoping to share that with our customers in 2021.”

A complete listing of new products and designs can be viewed at the online catalog:  
<https://www.mukitchen.com>

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