

FOR IMMEDIATE RELEASE

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Rome Industries Expands European Distribution

Madison, WI - Family camping cookware manufacturer, Rome Industries has reached a European distribution agreement with the Danish manufacturing company, Nielsen Outdoor Solutions. With an offering of Danish designed firepits, grills and smokers, Nielsen Outdoor Solutions currently reaches a diverse account base of European dealers in the outdoor and bbq market. Combined with Rome's classic cast iron Pie Iron sandwich cookers, roasting forks and grilling accessories, the two companies offer European dealers a complete package for open fire cooking and relaxation.

Distribution territory of the Rome brand of products by Nielsen includes all of Scandinavia and Europe excluding the Benelux countries, UK and Ireland which are distributed by Qvist Cookware & Grakka Ltd, respectively. Prior to this agreement, Rome cookware was distributed in Scandinavia and Germany by Danish Outdoor. Managing director of Danish Outdoor, Jacob Andersen will be employed by Nielsen Outdoor Solutions as an advisor and strategist of the Rome program.

Michael O'Russa, Rome's director of sales and marketing says "Jacob has developed a robust dealer network for Rome in Scandinavia over the past few years and I'm thrilled that he will be working closely with Nielsen Outdoor as we introduce our unique range of outdoor cookware to the rest of Europe. "

A family run business since 1964, Peoria IL based Rome Industries is best known for their wide selection of fun & original cookware for open fire use.

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