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FOR IMMEDIATE RELEASE

Mud Pie Expands Best-Selling Circa Collection with Launch of Melamine Serveware

ATLANTA – Jan. 17, 2022 – Mud Pie, a leading manufacturer in the gift industry, announces the launch of a new line of melamine serveware as an expansion of the company’s best-selling Circa Collection. The line is comprised of seven piece-types, including, a platter, a pitcher, a deviled egg tray, a salsa and guacamole dip set, a chip and dip set, two serving bowls and four salad plates. Each piece is debossed with cheeky sentiments and feature beading and fluting, which are all classic design elements in the original ceramic line. Five of the items come as a set and include either a plastic or wooden lid, or melamine spoons or spreaders which are illustrated to mimic the look of the beloved Circa Collection silver-plated antique-style utensils. Due to the shatterproof nature of melamine, this line lends itself to use for outdoor entertaining and is great for kids of all ages. All piece-types in the melamine line are dishwasher-safe.

Mud Pie Founder and CEO, Marcia Miller notes, “We are thrilled to introduce these new melamine pieces as an expansion of our best-selling Circa Collection. Our product development and merchandising teams dedicated considerable time designing these products with custom specifications to ensure that we set ourselves apart in the market—and I believe our customers will appreciate that”.

Melamine pieces from Mud Pie’s Circa Collection are priced between \$10 and \$22.50 and can be purchased via Mud Pie’s eCommerce platform, wholesale.mudpie.com, or through a OneCoast Territory Manager.

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About Mud Pie

Mud Pie is a leading gift company, founded by current CEO, Marcia Miller in 1988. The company began with 10 living items, and has since grown into an award-winning manufacturer of baby & kids apparel, fashion & accessories, and home pieces all designed to celebrate life's special moments. Mud Pie is based in Atlanta, GA and is available in over 16,000 specialty retailers and department stores worldwide.