

Geislingen, February 2019

Simply despicable – the Minions conquer breakfast with WMF!

On a normal day, the yellow fellows are busy helping the world's worst villains with their crooked plans. But now, the cuddly film-favourites have teamed up with WMF for a different mission: helping kids to use a knife and fork with ergonomically designed cutlery and colourful dishes.

The Minions movie is one of the most successful animated films of all time. Stuart, Bob and Kevin have won the hearts of children and adults alike, and it would be hard to imagine a child's bedroom without these funny yellow characters. Now, breakfast, lunch and dinner can be bright yellow, too! That's because the Minions have snuck into WMF to cause mischief on cutlery and tableware!

The four-piece Minions cutlery set made of high-quality Cromargan® includes a knife, fork, spoon and teaspoon – ergonomically designed for little children's hands. The top-quality fork prongs and spoon heads are made with special care to ensure they are child-friendly. Each item has a lively design, is dishwasher-safe, acid resistant and, of course, taste-neutral. The cutlery also comes in sets with fine porcelain plates and muesli bowls or a lunch box and drinking flask. But it doesn't end there: The collection also includes egg cups and salt shakers, introducing an extra element of fun and games to breakfast eggs. Kids can crack open their eggs with the hammer, collect the shell directly in the cap, and even have a Minion hold on to their spoons! The amusing salt shakers have special abilities, too. Just watch as they wobble and dance on the table! Of course, they'll never lose their balance and will always bob back to their original positions. The sets can be a wonderful present, too, as all products are available in high-quality gift packaging. The Minions collection is available from October 2019.



Press release



Product range and material

Design: ™ & © Universal Studios
Material: Cromargan®: 18/10 stainless steel, porcelain, plastic
Range: 4-piece children's cutlery set
6-piece children's set (porcelain)
6-piece children's set (lunch box / drinking bottle)
Egg cup with spoon
2-piece salt shaker set
Available from: October 2019

About the WMF brand

The WMF brand has been setting standards with its innovations for more than 160 years. It is also an important source of inspiration within the market. Its products, their exceptional design, perfect functionality and highest quality whet the appetite for wonderful culinary experiences: from preparing and cooking through to dining and drinking – four moments in which the WMF brand sits at the heart of the customer's life. WMF products make cooking a pleasure. From preparing ingredients using kitchen knives with precise cutting performance and cooking with innovative cookware through to dining with stylish cutlery, decanters and table accessories, products from the WMF brand transform all these moments into something special. WMF is a brand within the WMF Group headquartered in Geislingen an der Steige, which has belonged to the French Groupe SEB consortium since the end of 2016.

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