



© Disney

For Immediate Release:

Zak's Sipper Line Helping Make Mealtime Fun

Spokane, WA (June 15, 2011) – Sometimes, the best way to get kids to eat is to make mealtime fun. Zak Designs has been helping parents do this for more than 35 years, and Zak's newest product line will take that commitment to a new level.

The Sipper products from Zak are all designed with built-in straws that allow children to get every last drop out of the bowl, tumbler or mug. Whether it's the milk in the bottom of the cereal bowl or the tomato soup after the grilled cheese is gone, the Sipper Bowl gives children a reason to make sure that all the nutrition of their meal ends up where it's supposed to be. The 10oz Sipper Tumbler is a great way for moms to help kids to drink their milk or juice at home, and with a spill-proof lid, the Sipper Mug is the perfect way to keep kids hydrated on-the-go.



© Disney

To add to the fun, the Sipper products also feature today's hottest children's licenses including Cars, Disney Princess, Toy Story and Dora.



© 2010 Viacom International Inc. All rights reserved.

Whether it's at home or on-the-go, getting children to eat healthy foods starts with getting them to eat and the Sipper products from Zak can make that prospect a lot easier for parents everywhere.

###

Headquartered in Spokane, Wash., Zak is the leading manufacturer of licensed children's dinnerware. The global company is also a top producer of trend-focused everyday tableware and eating-on-the-go products. Whether it's for children, or the whole family, Zak makes mealtime fun. More information is available at www.zak.com.