

For immediate release

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[www.mukitchen.com](http://www.mukitchen.com)

**MUkitchen announces new lineup for 2022**

*New products, styles lead the launch, plus old favorites get a facelift*

ST. LOUIS PARK, MN—With a new year beginning, MUkitchen is pleased to present fully 60 new product SKUs that include brand-new products, styles, and colors. And behind the scenes is a renewed commitment—in a world of uncertainty—to excellence, vitality, and customer service.

Leading the pack of innovations for 2022 is the new Swedish-inspired Sponge Cloth—a reusable and biodegradable washcloth made from an ecofriendly cellulose/cotton blend. Similarly innovative are the company’s newly redesigned aprons, which feature roomy pockets and a single, continuous loop for neck and waist that makes for a uniquely customizable—and comfortable—fit.

Founded in 2007, MUkitchen has secured a reputation for trend-setting boutique kitchen design. With a focus on fashion-forward design and eco-friendly materials, the company thrives not only on the quality of its products, but also on the relationships it builds with retailers large and small.

Also new in 2022 is an expanded palette of color and style, designed to meet the needs of discerning home chefs. Some, like the new rooster and bee prints, bring a sense of color and fun. Others, like handsome new Park Collection, bring a more traditional flair.

“For us it’s a balancing act,” says owner Chadd Moser. “But what ties it all together is that everything has a very classic look. These styles will age very gracefully.”

From a business and supply chain standpoint, the company enters the new year in a strong position. “We saw the writing on the wall, and we reached out to our team very early during the pandemic,” says Moser. As a result, the company has experienced very few disruptions.

That’s resulted in a smooth flow to the retail shelf. “Our top priority on the supply end is keeping our customers’ retail spaces well stocked, as well as providing the discounts and incentives necessary for all of us to thrive together.”

For Moser, the new year, and the changes in the company, are a gesture of hope and faith for the future. “We just didn’t hold back,” he says. “We felt it was important to push forward—no matter what’s happening in the wider world.”

Take a closer look at MUkitchen’s 2022 product line at <https://www.mukitchen.com/>

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