

Online shopping experience set to improve

Leading US web retailer CSN Stores is targeting the UK market with its inaugural European cookware site, CookwareEssentials.co.uk, the company's first transactional site to service foodservice and domestic shoppers beyond the US and Canada. CSN aims to offer UK customers a more efficient shopping option and, with additional niche sites set to debut in the coming months, CSN Stores plans to continue its expansion into the UK

throughout 09 and beyond. Part of CSN's expansion includes launching its European headquarters in Galway, Ireland, which will open this month.

"CSN has been able to marry enhanced search capabilities and expert service with unparalleled product selection and low prices to provide UK consumers with a new online shopping experience — one that promises greater enjoyment and ease," says CSN's CEO/co-founder Niraj Shah. On CookwareEssentials.co.uk, shoppers will find a



breadth of kitchen must-haves, from cutlery to cutting boards and dutch ovens to oven mitts. With advanced navigation capabilities, Cookware Essentials shoppers can search via manufacturer, material, model and more, all to make the shopping experience easier than it is on many other UK sites. Lighting and furniture sites are set to follow, we're told, gradually building up to a complete one-stop-shop.