



News Release

Contact:

Maggie Kuntz

The Fiesta Tableware Company

mmcilvain@fiestatableware.com

FIESTA® DINNERWARE LAUNCHES “LINEN” - A CELEBRATION OF THE CRAFT

Newell, West Virginia – (January 14, 2025) – Introducing Linen, the latest addition to Fiesta® Dinnerware’s iconic collection of colors for 2025, and a celebration of the craft of pottery. A new neutral that stands on its own, this natural hue is the brand’s 57th color addition since its historic launch in 1936. Linen gracefully complements Fiesta’s current palette of 12 distinguished colors.

Discover the timeless beauty of Linen at the Atlanta Market, showcased at AmericasMart®, from January 14-20, 2025. Attendees are welcomed to experience the newest color at the Fiesta Dinnerware showroom located in Building 2, Floor 9, Suite 941.

“Linen is a color that speaks to the purest qualities of clay dinnerware,” remarks David Neer, Director of Design at The Fiesta Tableware Company. “A true light neutral for the collection, Linen can evoke feelings of nostalgia and can also enrich contemporary tablescape.”

The versatility of Linen is unmatched, complementing the colors and surfaces in any home, as well as the existing Fiesta colors and patterns. Linen is especially striking when mixed with Sky, Lapis, Jade, and Meadow.”

“To truly appreciate the beauty of Linen, one needs to see pieces in a group. When I saw a group of medium vases, disk pitchers, butter dishes and plates on the lab table I was stopped in my tracks, the creamy tones and display of the modeling were stunning,” Neer adds.

For 2025, enthusiasts can enjoy 13 signature Fiesta shades, including: White, Peony, Scarlet, Poppy, Daffodil, Sunflower, Meadow, Jade, Sky, Turquoise, Lapis, Twilight, and Linen.

Linen will be offered in an extensive range of dinnerware pieces, ensuring that diners can enjoy its contemporary elegance across various settings.

Standard dinnerware pieces will be available in Linen, including Bistro Coupe 3-Piece Place Settings, Classic Rim 3-Piece Place Settings, Classic Rim 4-Piece Place Settings, and a variety of plates, platters, bowls, mugs, the signature Large Disk Pitcher, and serving pieces. The 3-piece place setting is \$34.99.; 4-piece place setting is \$49.99.

Linen will be available to consumers at better department stores, independent retailers, and on www.fiestafactorydirect.com on 4/28/25.

###

About Fiesta® Dinnerware, Made In The USA

Designed by Frederick Hurten Rhead in 1936, Fiesta Dinnerware is among the most collected dinnerware in the world. Colorful and iconic Fiesta Dinnerware is lead safe and dishwasher, microwave and oven safe. Fiesta has quality durability with an unprecedented 5-year chip replacement warranty. For more information, visit: fiestafactorydirect.com. Also visit Fiesta on [Instagram: @fiestadinnerware](#), [Facebook: Fiesta Dinnerware](#), and [Pinterest: Fiesta Dinnerware](#).

About The Fiesta Tableware Company

Founded in 1871 and renamed in 2020, The Fiesta® Tableware Company is known for Fiesta®, the colorful brand of dinnerware that has been made in the USA since 1936. For more information about The Fiesta Tableware Company, visit fiestatableware.com.