



Designed
To Serve

[CFS BRANDS]

Riva Maris

Dinnerware Collection

Product Launch Toolkit



Why Riva Maris

#ModernElegance #MatteWhite #BanquetRefined #TimelessDesign

Riva Maris is a modern matte white melamine dinnerware collection designed to elevate food presentation across buffet, banquet, and high-volume hospitality environments. Its soft matte finish and subtle radial texture deliver a clean, refined look while supporting the performance demands of professional foodservice.

Short Description



Why Riva Maris

Long Description

#ModernElegance #MatteWhite #BanquetRefined #TimelessDesign

Riva Maris is designed for hospitality operators who need elegance without excess. Featuring a soft matte white finish and a subtle radial texture, the collection delivers a polished, contemporary look that holds up in high-volume service environments.

Built to balance modern design with long-term versatility, Riva Maris performs across buffet lines, plated banquets, convention centers, and refined casual dining. Sculpted rims and balanced proportions improve handling and control during service, while the understated surface texture adds depth without distracting from the food. The result is a dependable dinnerware solution that supports efficient service while elevating presentation at scale.

Primary USP

A modern matte white melamine dinnerware collection engineered for durability, efficiency, and consistent presentation across buffet, banquet, and everyday hospitality dining.

Features & Benefits



- **Matte white finish** – Reduced glare under service lighting through a soft matte white finish that delivers a clean, professional presentation
- **Subtle radial texture** - Added plate presence through a subtle radial texture while maintaining a neutral, timeless aesthetic
- **Balanced forms and proportions** - Improved handling and control through balanced forms and proportions during high-volume service
- **Expanded serving and platter sizes** - Increased efficiency along buffet lines with expanded serving and platter sizes
- **Versatile, hospitality-driven design** - Seamless use across buffet, banquet, casual dining, and B&I environments through a versatile, hospitality-driven design
- **Durable melamine construction** - Long-term durability through melamine construction built for demanding foodservice operations

Target Audience

Key targets

- Hotels, resorts, convention centers, and event venues
- Banquet and catering operations
- Business & Industry (B&I) dining
- Casual dining establishments

Application

- Buffet lines and serving stations
- Plated banquet service
- High-volume foodservice operations
- Outdoor dining environments

Sales Elevator Pitch

Riva Maris is a modern matte white melamine dinnerware collection built for hospitality operators who need both durability and refined presentation. Designed to perform across buffet lines, plated banquets, and everyday dining, it features balanced forms and larger serving pieces that support efficient service. The subtle radial texture adds contemporary appeal without limiting versatility, making **Riva Maris** a dependable solution for high-volume hospitality environments.



Competitive Landscape

Porcelain



Belisa



Bone - China



Melamine



Belisa



Classic Rim



Offering

12 Total SKU's

5 Round Plates

4 Round Bowls

3 Displayware

Offering



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5 Round Plates



WP-6-RMM-W
Wide Rim Plate
Matte Finish
6" Dia., 0.59" H
24 ea.



WP-8-RMM-W
Wide Rim Plate
Matte Finish
8" Dia., 0.78" H
12 ea.



WP-9-RMM-W
Wide Rim Plate
Matte Finish
9" Dia., 0.88" H
12 ea.



WP-10-RMM-W
Wide Rim Plate
Matte Finish
10.25" Dia., 0.84" H
12 ea.



WP-11-RMM-W
Wide Rim Plate
Matte Finish
11.25" Dia., 0.92" H
12 ea.



*Fashion
Forward*



*Dishwasher
Safe*



Shatterproof



Cost effective



*Heat Resistant
(14° - 212°F)*



*BPA Free
Product*



*2yr Limited
Warranty*



Foodsafe



*Do not
Microwave*



*Not
Oven Safe*



*No Serrated
Knife*



*No Abrasive
Cleaner*

4 Round Bowls



B-10-RMM-W
Textured Rimless Bowl
Matte Finish
8 oz., 4" Dia., 2.25" H
12 ea.



B-12-RMM-W
Textured Rim Bow
Matte Finish
12 oz., 9.25" Dia., 2.24" H
12 ea.



B-16-RMM-W
Textured Rim Bowl
Matte Finish
16 oz., 10" Dia., 2.44" H
12 ea.



B-32-RMM-W
Textured Rim Bowl
Matte Finish
1 qt., 10.5" Dia., 1.6" H
12 ea.



Fashion
Forward



Dishwasher
Safe



Shatterproof



Cost effective



Heat Resistant
(14° - 212°F)



BPA Free
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2yr Limited
Warranty



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Knife



No Abrasive
Cleaner

3

Displayware

B-192-RMM-W

Textured Rim Display Bowl
Matte Finish
6 qt., 18" Dia., 2.81" H
3 ea.

CS-1511-RMM-W

Textured Rim Oval Platter
Matte Finish
15" L x 11" W x 1.19" H
6 ea.

CS-1813-RMM-W

Textured Rim Oval Platter
Matte Finish
18" L x 13" W x 1.36" H
3 ea.



Fashion
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Coordinating Products

Catalina



Cosmo



Via



Revo



Factsheet



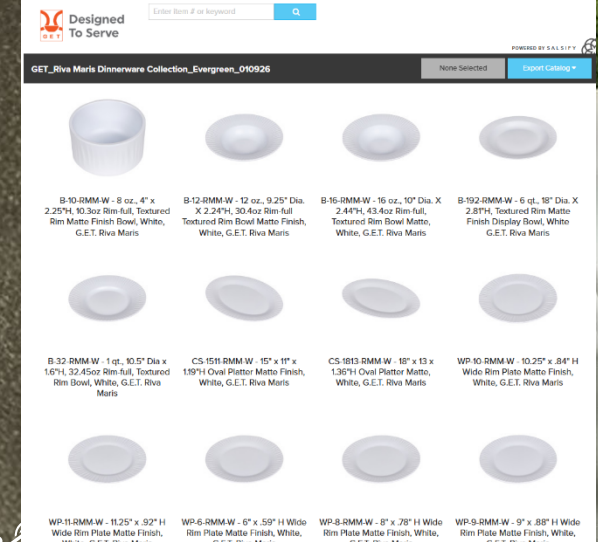
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Suggested Sample Set



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To experience the versatility and performance of Riva Maris, we recommend starting with a core selection of plates, bowls, and serving pieces designed for buffet, banquet, and everyday hospitality dining.

How to Request Samples

To order samples, please share item numbers and request samples at:

Samples@getserveaware.com



WP-6-RMM-W
Wide Rim Plate
Matte Finish
6" Dia., 0.59" H
24 ea.



WP-9-RMM-W
Wide Rim Plate
Matte Finish
9" Dia., 0.88" H
12 ea.



WP-10-RMM-W
Wide Rim Plate
Matte Finish
10.25" Dia., 0.84" H
12 ea.



B-10-RMM-W
Textured Rimless Bowl
Matte Finish
8 oz., 4" Dia., 2.25" H
12 ea.



B-16-RMM-W
Textured Rim Bowl
Matte Finish
16 oz., 10" Dia., 2.44" H
12 ea.



CS-1511-RMM-W
Textured Rim Oval Platter
Matte Finish
15"L x 11" W x 1.19" H
6 ea.

Thank You!



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