



## **Cestari Expands Kitchen Tools Distribution to Walmart Marketplace**

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Cestari, a kitchen tools manufacturer, has expanded its retail distribution to include Walmart's marketplace, marking a significant milestone in the brand's multi-channel growth strategy. The expansion brings the company's products, including the Cestari Ultimate Pasta Machine on Walmart, to millions of additional consumers who shop through major retail channels.

"Expanding to Walmart's marketplace allows us to reach home cooks who shop differently depending on their needs," said Susan MacDowell, speaking for Cestari. "Our customers have told us they want the flexibility to find our products wherever they prefer to shop, whether that's directly from us, through Amazon, or now at Walmart."

The strategic move represents a calculated approach to meeting customers where they already shop, rather than limiting availability to a single sales channel. For Cestari, which has built its presence through direct sales at [cestarikitchen.com](http://cestarikitchen.com) and distribution through Cestari on Amazon, the Walmart marketplace expansion signals both growth and market validation for the independent kitchen brand.

The Walmart marketplace launch features the Cestari Ultimate Pasta Machine as its lead product, with plans to introduce additional items from the company's catalog of kitchen tools in the coming months. This phased approach allows the brand to establish its presence while maintaining product standards across its existing channels.

For small kitchen brands, securing placement on major retail platforms serves as more than just a distribution expansion. Retail partnerships with established marketplaces like Walmart provide market validation, as these platforms maintain strict vendor requirements and product standards. Not every brand gains access to these channels, making the expansion particularly noteworthy for an independent manufacturer.

The multi-channel strategy reflects broader changes in how consumers shop for kitchen products. Today's home cooks often research products across multiple platforms, compare prices, and make purchasing decisions based on factors including shipping speed, return policies, and platform familiarity.

"This expansion demonstrates that founder-led brands can scale without sacrificing the direct customer relationships that built their foundation," added MacDowell. "We're not abandoning our direct channel or existing partnerships. Instead, we're adding another way for customers to discover and purchase our products."

The timing of the expansion aligns with increased consumer interest in home cooking and kitchen upgrades, trends that have sustained beyond initial pandemic-driven spikes. Kitchen tools with extended warranties appeal to consumers seeking long-term value rather than disposable alternatives.

Cestari Kitchen specializes in manufacturing premium kitchen tools backed by warranties. The company operates through multiple sales channels including its direct-to-consumer website, Amazon marketplace, and now Walmart's online platform. Founded with a focus on quality and durability, Cestari serves home cooks seeking reliable kitchen tools. The company maintains customer service operations and provides warranty registration for all products through its primary website.

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For more information about Cestari, contact the company here: Cestari Susan MacDowell 1-978-800-1013 support@cestarikitchen.com Cestari Kitchen 451 King Street Littleton MA 01460

## **Cestari**

*Cestari Kitchen provides premiere kitchen products for the home cook. Every Cestari Kitchen tool is backed by a lifetime*

*guarantee.*

Website: <http://www.cestarikitchen.com>

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