

## **Serta rolls out Paula Deen mattress line**

*Will be sold exclusively at Mega Group member stores*

*Larry Thomas -- Furniture Today, March 11, 2010*



*Paula Deen*

HOFFMAN ESTATES, Ill. — Bedding major Serta has partnered with Food Network celebrity chef Paula Deen to develop a mattress line that will be available exclusively to retailers in the Mega Group USA buying group.

The line, which has models retailing for \$799 to \$1,499 in queen, will be unveiled Friday and Saturday at Mega Group's spring convention in Orlando, Fla.

"This new mattress collection reflects the dedication that both Serta and Paula Deen have to style and comfort for the home," says Bob Sherman, president of Serta. "Together, we have designed mattresses that are extremely comfortable, affordable and that will really appeal to consumers shopping at Mega Group retailers."

Known officially as the Paul Deen Home by Serta collection, the mattresses feature an innerspring system with individually wrapped coils, soy-infused foam cushioning and Serta's KoolComfort memory foam.

The ticking is made from a knit fabric that contains silk, Sherman said.

"You can definitely tell that these mattresses have been inspired by my life in the South and my home in Savannah, Ga.," said Deen. "The collection is all about feeling good, comfortable and getting a good night's sleep in one's home. And just like my food, I send you comfort and love from my home to yours."

Jerry Honea, director of Mega Group, said Deen "is a name that resonates with our consumers, and I believe that these quality products will drive traffic to our retailers."

The partnership with Serta is Deen's third venture in home furnishings. Universal Furniture and its sister company, Craftmaster, rolled out a [Paula Deen Home](#) line of case goods and upholstery last year. Deen also has a licensing partnership for area rugs with Kaleen.

Based in Germantown, Tenn., Mega Group has about 1,500 members and 2,300 retail storefronts. Its members sell appliances, furniture, mattresses, consumer electronics and lawn and garden products.

The buying group's other mattress suppliers include Sealy, Simmons, Tempur-Pedic, Symbol and Sleep Trust.

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