



CHURCHILL



2020 WHAT'S
NEW
AUTUMN/WINTER

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Why choose Churchill?

OVER 220 YEARS OF BRITISH MANUFACTURING

Experts in the ceramic design with an extensive archive of traditional patterns & contemporary collections.

MADE IN STOKE-ON-TRENT, HEART OF THE POTTERIES

65 new UK mugs and 8 new UK dinnerware collections in this brochure are exclusively designed and produced in the heart of the potteries, Stoke-on-Trent. Look out for the 



A/W20 | WHAT'S NEW

 Exciting New Collection of UK Made Mugs & Dinnerware

Designed and produced here in Stoke-on-Trent, England

Welcome to Churchill's Autumn/Winter 2020 product launch, proudly manufactured in Stoke-on-Trent. Introducing brand new UK additions to our favourite ranges as well as new UK Dinnerware Collections, this new product launch offers a wonderful array of new designs providing everything you need for the season.

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Order On Our Website Or Contact Your Rep



Order With Ease

Visit our website to order all of our popular Churchill products. A simplistic and up to date version will now allow ordering from all devices, including mobile and tablet.

Exclusive Benefits

Take advantage of web only benefits. Including fantastic offers, special discounts, minimum spend of £100 net, and faster 2-3 working day delivery. www.churchillchina.biz

Great British Potters Since 1795

Features and Benefits

OF CHURCHILL UK MADE DINNERWARE

The Future

Our environmental ethics ensure that we continually monitor, develop and improve the way that we work to create a more sustainable future.

Quality

We carry out rigorous and stringent product testing both independently and in our own UKAS accredited laboratories.

Inglaze Printing

Each piece has a superior scratch resistant glaze as well as a fully glazed base preventing damage to the table and work surfaces.

Made in Stoke-on-Trent

Exclusively designed and produced in the heart of The Potteries, Stoke-On-Trent, since 1795. World pioneers of ceramic manufacturing.

Durable Earthenware

Over one million pieces of our printed earthenware passes through our factory each year. The ceramic body is the perfect balance of heritage and functionality strong enough to withstand household kitchens.

Print Archive

Our talented in-house design team work hard to constantly evolve and grow our archive of timeless prints.



THE KINGDOM



Let us take you on a grand adventure and explore the Kingdom filled with the most popular animals from around the world. Some are fierce and majestic, others are adorable and cute, but all of them are as lovable as the last. The illustrations of these iconic creatures are brought to life on a pastel base. Now introduced on our UK shape mug, Acorn.



ELEPHANT • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: KING00251
Barcode: 5011109347670



GIRAFFE • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: KING00261
Barcode: 5011109347687



PENGUIN • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: KING00271
Barcode: 5011109347694



PANDA • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: KING00281
Barcode: 5011109347700



TIGER • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: KING00291
Barcode: 5011109347717



GORILLA • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: KING00301
Barcode: 5011109347724



ZEBRA • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: KING00311
Barcode: 5011109345959



CHIMPANZEE • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: KING00321
Barcode: 5011109347748



ORANGUTAN • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: KING00331
Barcode: 5011109347755



LION • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: KING00351
Barcode: 5011109347779
RRP £9.00



FLAMINGO • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: KING00341
Barcode: 5011109347762
RRP £9.00



BEAR • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: KING00241
Barcode: 5011109346093
RRP £9.00



SLOTH • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: KING00231
Barcode: 5011109346086



RHINO • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: KING00421
Barcode: 5011109349414



MEERKAT • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: KING00381
Barcode: 5011109349384



KOALA • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: KING00401
Barcode: 5011109349407



LEOPARD • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: KING00411
Barcode: 5011109349421



POLAR BEAR • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: KING00391
Barcode: 5011109349391



THE LLAMA • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: KING00371
Barcode: 5011109349377



HIPPO • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: KING00361
Barcode: 5011109349360



LEMUR • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: KING00431
Barcode: 5011109349438

Paradise Birds

This fun and vibrant collection showcases birds from all around the world. Each one is celebrated with its own unique twist, combining vibrant colours and interesting mixtures of patterns, to produce an extraordinary and impactful look. Now introduced on our UK shape mug, Oak.



**NOW
MADE ON
OUR UK
SHAPE**



PUFFIN NEW
Shape: Oak 400ml . Fine China
Packed in 6
Code: PARB00331
Barcode: 5011109347786



PENGUIN NEW
Shape: Oak 400ml . Fine China
Packed in 6
Code: PARB00341
Barcode: 5011109347793



OWL NEW
Shape: Oak 400ml . Fine China
Packed in 6
Code: PARB00351
Barcode: 5011109347809



TOUCAN NEW
Shape: Oak 400ml . Fine China
Packed in 6
Code: PARB00391
Barcode: 5011109347847



FLAMINGO NEW
Shape: Oak 400ml . Fine China
Packed in 6
Code: PARB00361
Barcode: 5011109347816



ROOSTER NEW
Shape: Oak 400ml . Fine China
Packed in 6
Code: PARB00401
Barcode: 5011109347854



PEACOCK NEW
Shape: Oak 400ml . Fine China
Packed in 6
Code: PARB00411
Barcode: 5011109347861



PARAKEETS NEW
Shape: Oak 400ml . Fine China
Packed in 6
Code: PARB00421
Barcode: 5011109347878



SWALLOW NEW
Shape: Oak 400ml . Fine China
Packed in 6
Code: PARB00371
Barcode: 5011109347823



SWANS NEW
Shape: Oak 400ml . Fine China
Packed in 6
Code: PARB00381
Barcode: 5011109347830

Paradise Fish

Born from our fascination of the sea, this new collection explores iconic underwater favourites. Using the same design handwriting as our popular Paradise Birds collection, each of these new designs brings a striking visual twist through the use of vibrant colours and patterns.



**NEW UK
ADDITIONS**



CRAB NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: PARF00061
Barcode: 5011109347885



STARFISH NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: PARF00071
Barcode: 5011109347892



Additions to existing UK range

Country Pursuits

Inspired by the Great British countryside and it's breathtaking wildlife, the Country Pursuits collection uses rustic illustrations and a stunning autumnal colour pallet. With a playful twist on nature's most interesting creatures, this range comprises of beautiful gifts and homewares. Now being introduced into our UK made portfolio, to perfectly align the concept and product, Country Pursuits combines a celebration of the best of UK wildlife with the best of UK ceramics.



HERDSMAN NEW
Shape: Acorn 300ml. Fine China
Packed in 6
Code: COPU00611
Barcode: 5011109343894



FRUIT PICKER NEW
Shape: Acorn 300ml. Fine China
Packed in 6
Code: COPU00661
Barcode: 5011109344426



SHEPARD NEW
Shape: Acorn 300ml. Fine China
Packed in 6
Code: COPU00731
Barcode: 5011109348608



FISHERMAN NEW
Shape: Acorn 300ml. Fine China
Packed in 6
Code: COPU00741
Barcode: 5011109348615



PATROLMAN NEW
Shape: Acorn 300ml. Fine China
Packed in 6
Code: COPU00751
Barcode: 5011109348622



GARDENER NEW
Shape: Acorn 300ml. Fine China
Packed in 6
Code: COPU00691
Barcode: 5011109344457



DOCTOR NEW
Shape: Acorn 300ml. Fine China
Packed in 6
Code: COPU00671
Barcode: 5011109345959



Additions to existing UK range

Along the Coast

Introducing a brand new UK range, Along The Coast, inspired by Britain's favourite seaside scenery. The new UK collection allows you to envision the sounds of rippling waves and squabbling seagulls flying overhead. Proudly manufactured in Stoke-on-Trent, divulge into the excitement of the gentle swish of golden sands and the essence of fresh seaside air.



SEABIRDS • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: ALTC00011
Barcode: 5011109347939



BEACHFRONT • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: ALTC00021
Barcode: 5011109347946

Queens
By Churchill

Bringing new UK additions to our Queen's classics, submerge into our Cosy Blend collection, designed to create a homely feel with a soft and creamy colour palette. Proudly introducing this collection on our UK shape, Oak.



COSY BLENDS SAND • NEW
Shape: Oak 400ml . Fine China
Packed in 6
Code: COBL00011
Barcode: 5011109350250



COSY BLENDS BLUE • NEW
Shape: Oak 400ml . Fine China
Packed in 6
Code: COBL00021
Barcode: 5011109350267



COSY BLENDS GREEN • NEW
Shape: Oak 400ml . Fine China
Packed in 6
Code: COBL00031
Barcode: 5011109350274

Queens
By Churchill

Traditional and elegant, the Queens' classic collection explores the archives to re-discover cherished patterns. Bringing classic patterns into the range using a mixture of subtle palettes and the well known blue and white themes.



SPRING CHINTZ • NEW
Shape: Rowan 275ml . Fine China
Packed in 6
Code: CLSQ10231
Barcode: 5011109347960



INDIGO FIELDS • NEW
Shape: Rowan 275ml . Fine China
Packed in 6
Code: COPU00751
Barcode: 5011109347953RRP £10.00



BLUE WILLOW • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: WBMB30211
Barcode: 5011109347922



TONQUIN • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: BLST94551
Barcode: 5011109347915



ROSE • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: BLST94541
Barcode: 5011109347908



See our main collection Blue Willow

The In Crowd

Inspired by animal instincts and their natural inclination to form groups. The In Crowd takes beautiful illustrations full of character and charm and pairs them with a soft pastel colour palette to bring you this new collection focused around collective nouns.



🇬🇧 BUNNIES • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: INCR00271
Barcode: 5011109348745



🇬🇧 SQUIRRELS • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: INCR00411
Barcode: 5011109348882



🇬🇧 DUCKS • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: INCR00321
Barcode: 5011109348790



🇬🇧 SWANS • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: INCR00351
Barcode: 5011109348820



🇬🇧 SWALLOWS • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: INCR00341
Barcode: 5011109348813



🇬🇧 OWLS • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: INCR00361
Barcode: 5011109348837



🇬🇧 LADYBIRDS • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: INCR00371
Barcode: 5011109348844



🇬🇧 BUTTERFLIES • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: INCR00391
Barcode: 5011109348868



🇬🇧 HEDGEHOGS • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: INCR00281
Barcode: 5011109348752



🇬🇧 SHEEP • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: INCR00301
Barcode: 5011109348776
RRP £9.00



🇬🇧 BEES • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: INCR00381
Barcode: 5011109348851
RRP £9.00



🇬🇧 GEESE • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: INCR00311
Barcode: 5011109348783
RRP £9.00



🇬🇧 CHICKENS • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: INCR00291
Barcode: 5011109348769



🇬🇧 DRAGONFLIES • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: INCR00401
Barcode: 5011109348875



🇬🇧 PUFFINS • NEW
Shape: Acorn 300ml . Fine China
Packed in 6
Code: INCR00331
Barcode: 5011109348806



Oracle Pink



DINNER PLATE NEW
Shape: Spencer 26cm . Earthenware
Packed in 6
Code: ORPI00011
Barcode: 5011109349957



SIDE PLATE NEW
Shape: Spencer 20cm . Earthenware
Packed in 6
Code: ORPIL00021
Barcode: 5011109349964



COUPE BOWL NEW
Shape: Mint 20cm . Earthenware
Packed in 6
Code: ORPI00031
Barcode: 5011109349971



12 PIECE SET NEW
Shape: Earthenware
Composition: 4 Dinner Plates, 4 Side Plates & 4 Coupe Bowls
Code: ORPI00041
Barcode: 5011109350397

Oracle Blue



DINNER PLATE NEW
Shape: Spencer 26cm . Earthenware
Packed in 6
Code: ORBL00011
Barcode: 5011109349896



SIDE PLATE NEW
Shape: Spencer 20cm . Earthenware
Packed in 6
Code: ORBL00021
Barcode: 5011109348882



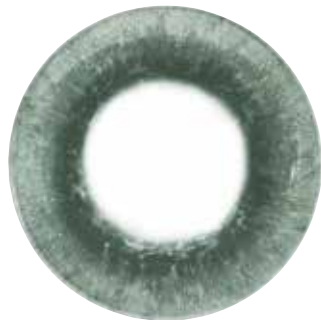
COUPE BOWL NEW
Shape: Mint 20cm . Earthenware
Packed in 6
Code: ORBL00031
Barcode: 5011109349919



12 PIECE SET NEW
Shape: Earthenware
Composition: 4 Dinner Plates, 4 Side Plates & 4 Coupe Bowls
Code: ORBL00041
Barcode: 5011109350373

MATCHING
UK MUG
COMING SOON

Oracle Green



DINNER PLATE NEW
Shape: Spencer 26cm . Earthenware
Packed in 6
Code: ORGN00011
Barcode: 5011109349988



SIDE PLATE NEW
Shape: Spencer 20cm . Earthenware
Packed in 6
Code: ORGN00021
Barcode: 5011109349995



COUPE BOWL NEW
Shape: Mint 20cm . Earthenware
Packed in 6
Code: ORGN00031
Barcode: 5011109350007



12 PIECE SET NEW
Shape: Earthenware
Composition: 4 Dinner Plates, 4 Side Plates & 4 Coupe Bowls
Code: ORGN00041
Barcode: 5011109350403

Oracle Grey



DINNER PLATE NEW
Shape: Spencer 26cm . Earthenware
Packed in 6
Code: ORGE00011
Barcode: 5011109349926



SIDE PLATE NEW
Shape: Spencer 20cm . Earthenware
Packed in 6
Code: ORGE00021
Barcode: 5011109348882



COUPE BOWL NEW
Shape: Mint 20cm . Earthenware
Packed in 6
Code: ORGE00031
Barcode: 5011109349933



12 PIECE SET NEW
Shape: Earthenware
Composition: 4 Dinner Plates, 4 Side Plates & 4 Coupe Bowls
Code: ORGE00041
Barcode: 5011109350380

Hilado Terracotta



DINNER PLATE • NEW
Shape: Mint 26cm . Earthenware
Packed in 6
Code: HLTE00011
Barcode: 5011109350014



SIDE PLATE • NEW
Shape: Mint 20cm . Earthenware
Packed in 6
Code: HLTE00021
Barcode: 5011109350021



COUPE BOWL • NEW
Shape: Mint 20cm . Earthenware
Packed in 6
Code: HLTE00031
Barcode: 5011109350038



12 PIECE SET • NEW
Shape: Earthenware
Composition: 4 Dinner Plates, 4 Side Plates & 4 Coupe Bowls
Code: HLTE00041
Barcode: 5011109350410

Barnyard



DINNER PLATE • NEW
Shape: Spencer 26cm . Earthenware
Packed in 6
Code: BARN00011
Barcode: 5011109350076



SIDE PLATE • NEW
Shape: Spencer 20cm . Earthenware
Packed in 6
Code: BARN00021
Barcode: 5011109350083



COUPE BOWL • NEW
Shape: Mint 20cm . Earthenware
Packed in 6
Code: BARN00031
Barcode: 5011109350090



12 PIECE SET • NEW
Shape: Earthenware
Composition: 4 Dinner Plates, 4 Side Plates & 4 Coupe Bowls
Code: BARN00041
Barcode: 5011109350434

MATCHING
UK MUG
COMING SOON

Hilado Grape



DINNER PLATE • NEW
Shape: Mint 26cm . Earthenware
Packed in 6
Code: HLGRO0011
Barcode: 5011109350045



SIDE PLATE • NEW
Shape: Mint 20cm . Earthenware
Packed in 6
Code: HLGRO0021
Barcode: 5011109350052



COUPE BOWL • NEW
Shape: Mint 20cm . Earthenware
Packed in 6
Code: HLGRO0031
Barcode: 5011109350069



12 PIECE SET • NEW
Shape: Earthenware
Composition: 4 Dinner Plates, 4 Side Plates & 4 Coupe Bowls
Code: HLGRO0041
Barcode: 5011109350427

Wildflower Bloom



DINNER PLATE • NEW
Shape: Spencer 26cm . Earthenware
Packed in 6
Code: WFBL00011
Barcode: 5011109350137



SIDE PLATE • NEW
Shape: Spencer 20cm . Earthenware
Packed in 6
Code: WFBL00021
Barcode: 5011109350144



COUPE BOWL • NEW
Shape: Mint 20cm . Earthenware
Packed in 6
Code: WFBL00031
Barcode: 5011109350151



12 PIECE SET • NEW
Shape: Earthenware
Composition: 4 Dinner Plates, 4 Side Plates & 4 Coupe Bowls
Code: WFBL00041
Barcode: 5011109350496

Strawberry Harvest



DINNER PLATE • NEW
Shape: Mint 26cm . Earthenware
Packed in 6
Code: STHA00011
Barcode: 5011109350168



SIDE PLATE • NEW
Shape: Mint 20cm . Earthenware
Packed in 6
Code: STHA00021
Barcode: 5011109350175



COUPE BOWL • NEW
Shape: Mint 20cm . Earthenware
Packed in 6
Code: STHA00031
Barcode: 5011109350182



12 PIECE SET • NEW
Shape: Earthenware
Composition: 4 Dinner Plates, 4 Side Plates & 4 Coupe Bowls
Code: STHA00041
Barcode: 5011109350465

Aquarelle



DINNER PLATE • NEW
Shape: Mint 26cm . Earthenware
Packed in 6
Code: AQRL00111
Barcode: 5011109350199



SIDE PLATE • NEW
Shape: Mint 20cm . Earthenware
Packed in 6
Code: AQRL00121
Barcode: 5011109350205



COUPE BOWL • NEW
Shape: Mint 20cm . Earthenware
Packed in 6
Code: AQRL00131
Barcode: 5011109350212



12 PIECE SET • NEW
Shape: Earthenware
Composition: 4 Dinner Plates, 4 Side Plates & 4 Coupe Bowls
Code: AQRL00141
Barcode: 5011109350472

MATCHING
UK MUG
COMING SOON

Reignforest



DINNER PLATE • NEW
Shape: Mint 26cm . Earthenware
Packed in 6
Code: REF000141
Barcode: 5011109350106



SIDE PLATE • NEW
Shape: Mint 20cm . Earthenware
Packed in 6
Code: REF000151
Barcode: 5011109350113



COUPE BOWL • NEW
Shape: Mint 20cm . Earthenware
Packed in 6
Code: REF000161
Barcode: 5011109350120



12 PIECE SET • NEW
Shape: Earthenware
Composition: 4 Dinner Plates, 4 Side Plates & 4 Coupe Bowls
Code: REF000171
Barcode: 5011109350441

Indian Silk



DINNER PLATE • NEW
Shape: Mint 26cm . Earthenware
Packed in 6
Code: HIDW01921
Barcode: 5011109350229



SIDE PLATE • NEW
Shape: Mint 20cm . Earthenware
Packed in 6
Code: HIDW01931
Barcode: 5011109350236



COUPE BOWL • NEW
Shape: Mint 20cm . Earthenware
Packed in 6
Code: HIDW01941
Barcode: 5011109350243



12 PIECE SET • NEW
Shape: Earthenware
Composition: 4 Dinner Plates, 4 Side Plates & 4 Coupe Bowls
Code: HIDW01951
Barcode: 5011109350489



CHURCHiLL[®]

No.1 Marlborough Way, Tunstall,
Stoke-on-Trent, England, ST6 5NZ

Tel: +44 (0)1782 577566

Fax: +44 (0)1782 524355

Email: mm@churchillchina.plc.uk

Website: www.churchillchina.biz