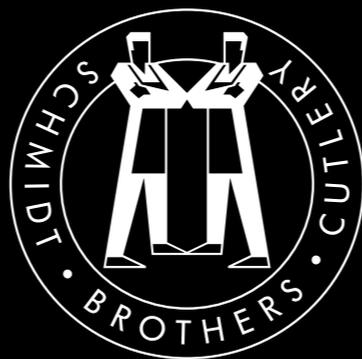
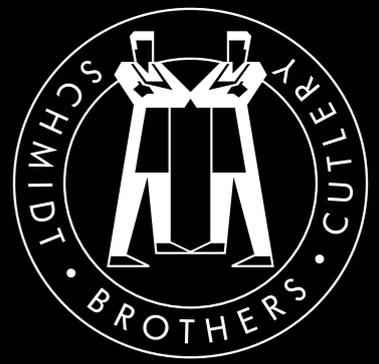


# SCHMIDT



# BROS.



# SCHMIDT.



Zebra Wood



7 PIECE SET W/ KNIFE BLOCK

# BROS.



## ABOUT THE BROS.

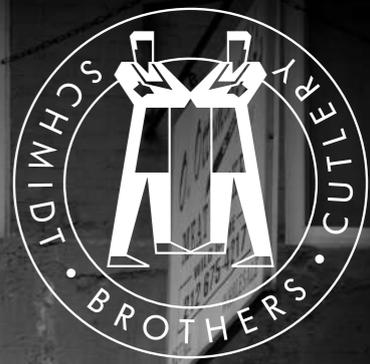
Brothers Jordan and Jared Schmidt are on a mission to bring artisan-inspired quality and thoughtful design to mass-market cutlery. With product lines that span across cutlery, knife storage, BBQ tools, and accessories, Schmidt Brothers offers premium quality and superior performance - all at everyday affordability with a lifetime warranty.

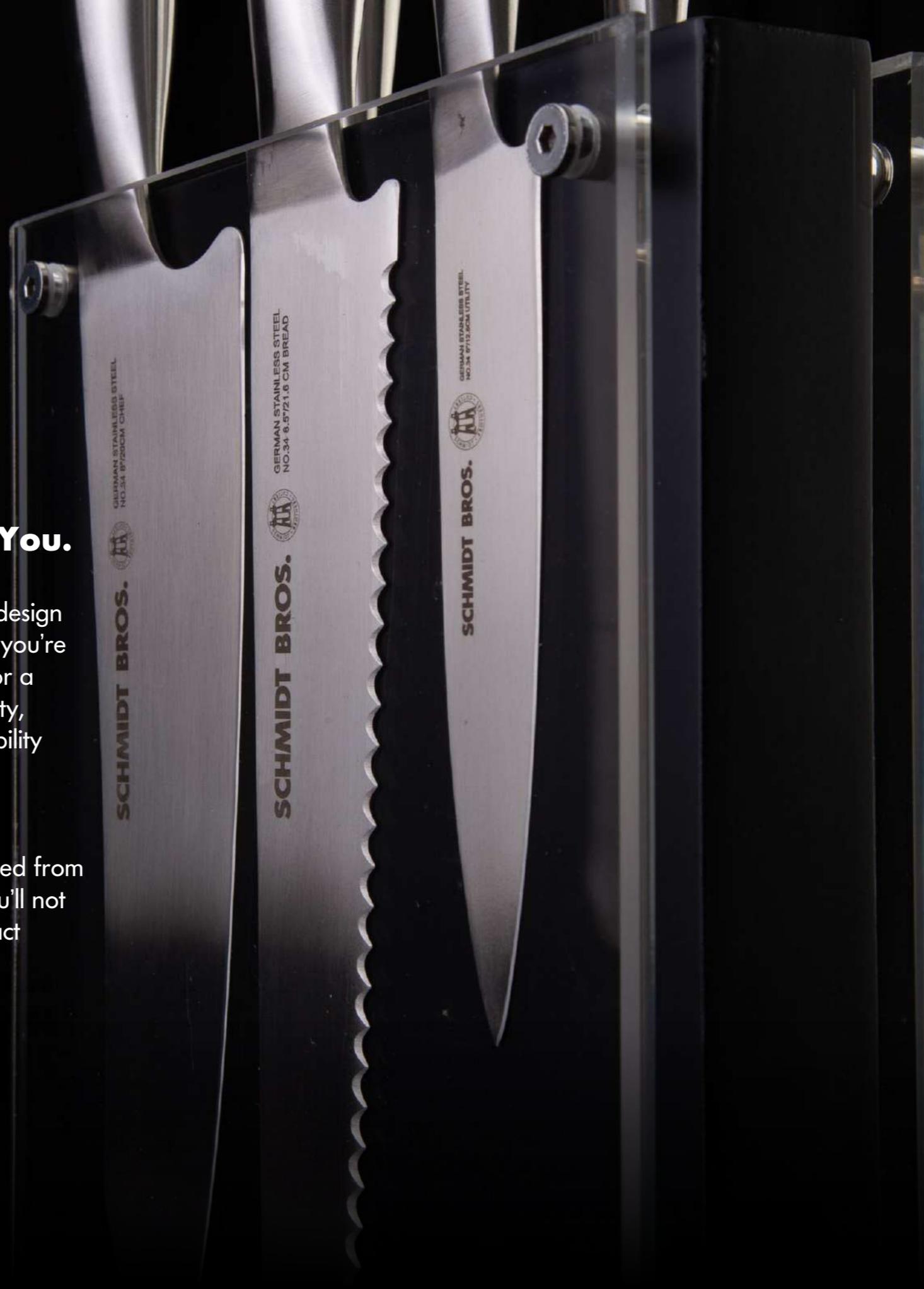
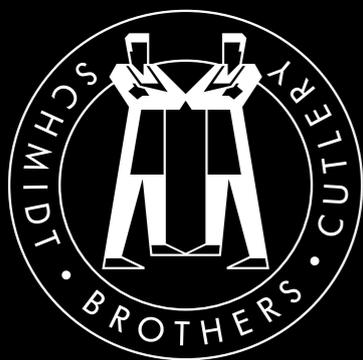
While many other knife entrepreneurs focus on the high end, where chef wannabes might spend as much as \$500 for a Japanese import chef knife, the Schmidt Brothers are manufacturing excellent blades, priced from \$30 to \$80.

The Schmidt Brothers' products, found in retail stores across the country and direct to consumer across digital channels, are light enough for novice cooks and sharp and balanced enough to impress the experts. The Schmidt Brothers product lines come in an array of mixed materials, combining German stainless-steel, long heralded for its superiority in maintaining a sharp edge, FSC-certified woods, all harvested from forests that are environmentally conscious and sustainably managed, with various metals and brass accents to achieve a beautiful design. Handles are meticulously crafted, giving the knives a hand-hewn style that's hard to find at a double-digit price point. The blades themselves are custom designed with function in mind. Compared to most chef knives that have a pointy "heel" next to the handle; Schmidt Brothers' knives have a patented curved heel to protect the chef from being nicked.

The brothers' parents and grandparents, German and Czech immigrants, owned a restaurant, butcher shop and deli in New Jersey, and their father, an engineer by trade, would tackle woodworking projects in the family's basement, prototyping different handles and blade shapes. In the beginning of their careers the brothers worked in private label design in different roles—Jordan in design and marketing, and Jared in manufacturing and logistics. They didn't like what they saw. "I'd see a \$100 knife in a store, but I knew that it was just an inexpensive blade with someone else's logo slapped on it," says Jordan.

The brothers' company continues to have consistent growth year over year since its initial launch. In large part, the brothers attribute their success to remaining grounded in their roots as a family business. With a rare hands-on approach to product design, and a constant cycle of design, prototyping, testing, and incorporating customer feedback, the Schmidt Brothers are focusing on continuing to penetrate the market with their unique products. Learn more at [www.SchmidtBrothers.com](http://www.SchmidtBrothers.com).

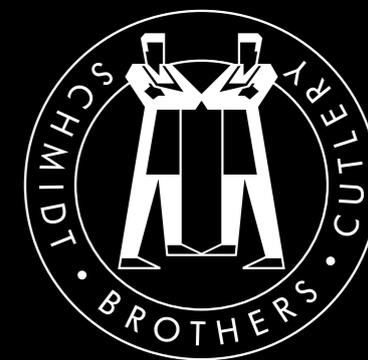




## New Kitchen Gear. Responsibly Designed For You.

The Schmidt Brothers are redefining the modern kitchen by starting our design process where all great products should be focused - on you. Whether you're moving into your first apartment or you're a professional chef looking for a refresh, our products are focused on what matters most - premium quality, innovative designs, and superior performance - all at everyday affordability with a lifetime warranty.

With products made from German stainless-steel, long heralded for its superiority in maintaining a sharp edge, and FSC-certified wood harvested from forests that are environmentally conscious and sustainably managed, you'll not only feel the difference as you cook, but you'll feel good about the impact you're making on the environment.



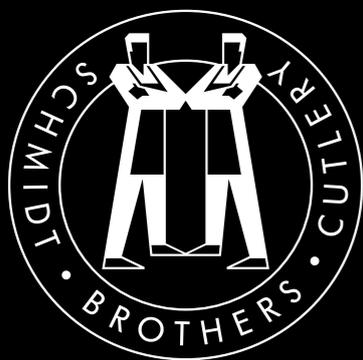
★★★★★ "This company ROCKS. Not only are the knives top notch but the customer service is impeccable. I'll never buy from another company again."

### **-Verified Google Customer Review**

"Light, sharp, well-balanced and handsome, the Schmidt Brothers' value- priced knives are impressive."

### **-Food & Wine**





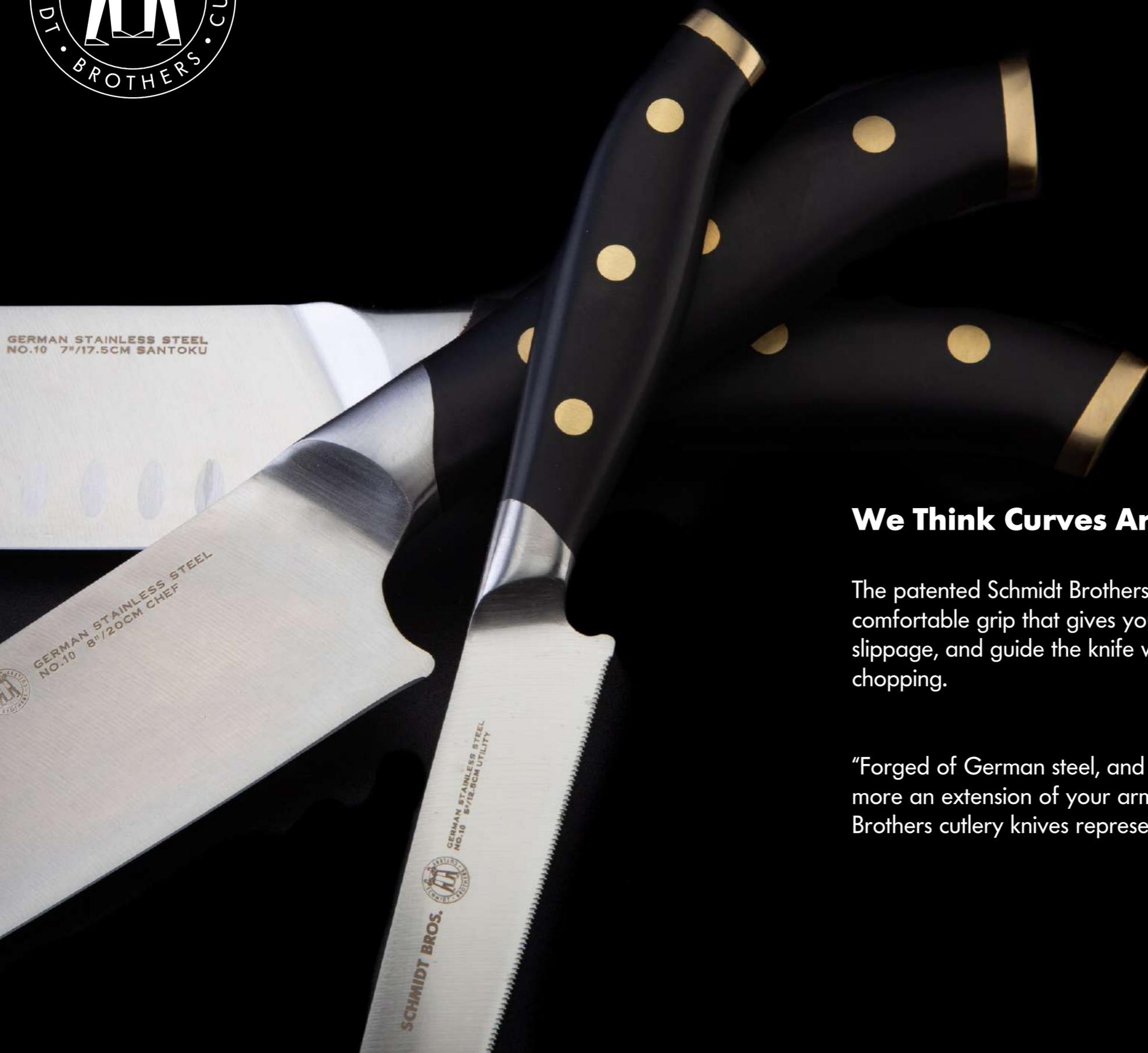
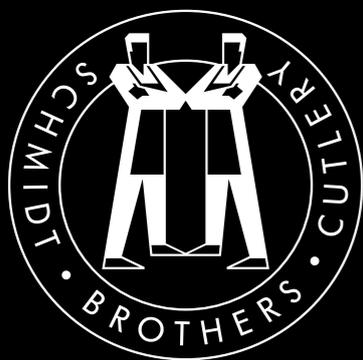
## Counter Space Doesn't Matter. Said No One Ever.

Our elegant, refined, and engineered Universal Magnetic Knife Blocks and Wall Bars allow you to organize and bring style to your kitchen. And, despite the pride that we take in our own cutlery, we believe you should be able to store all your knives, including your family heirlooms, in one beautiful home.

"The knife block solution can be as elegant as you like and this refined take is both safe and stylish. Acrylic shields protect both magnetic sides of this space-saving block and let your blade hang on your counters, awaiting your culinary genius to grab hold."

**-The Daily Beast**



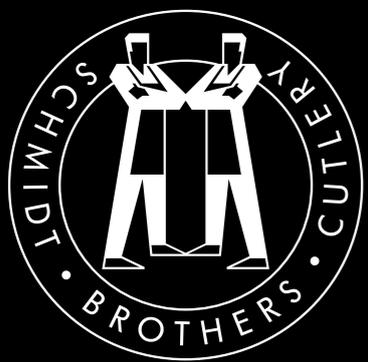


## We Think Curves Are Beautiful.

The patented Schmidt Brothers Curve® is engineered for a comfortable grip that gives you space to place your forefinger, reduce slippage, and guide the knife with ease. Say farewell to sloppy chopping.

"Forged of German steel, and with a feel that makes the knife seem more an extension of your arm than a kitchen instrument, Schmidt Brothers cutlery knives represent generations of culinary experience."

**-Vanity Fair**



# PRODUCT CATEGORIES

Cutlery.



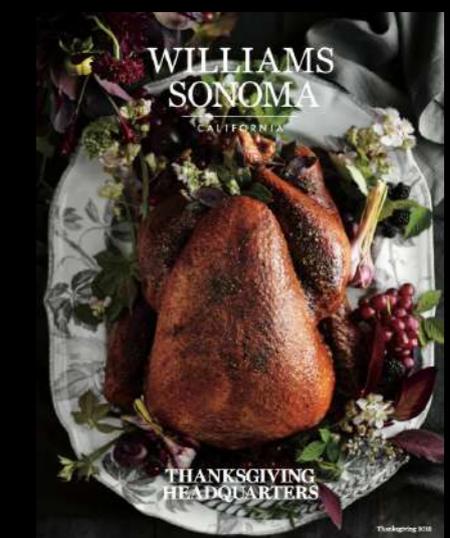
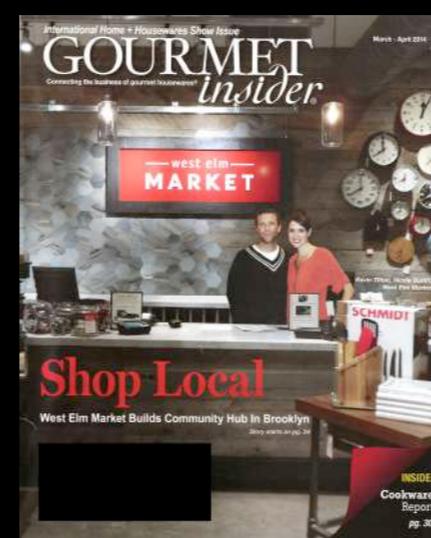
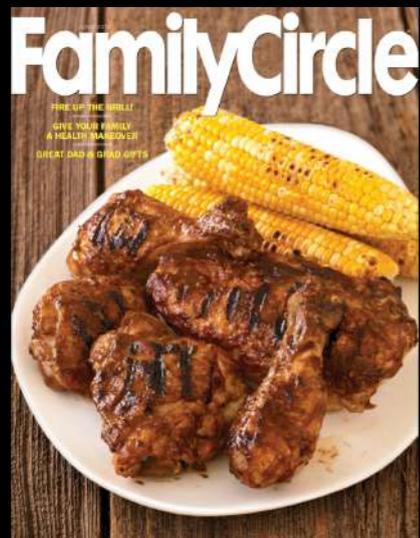
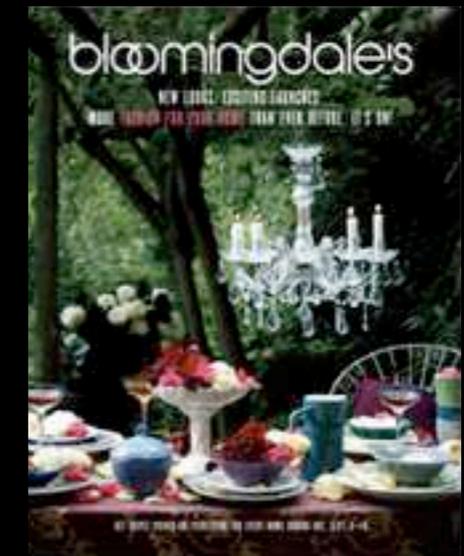
Universal Storage.



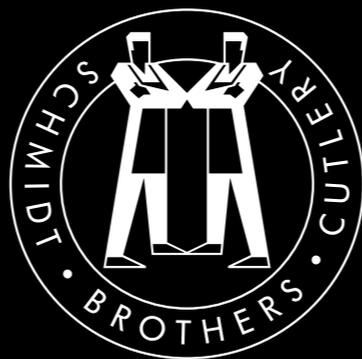
Barbeque.



# IN THE PRESS



# SCHMIDT



# BROS.