



CHEF'S[™] THEIR SALES WILL
VISION BE JUST AS STUNNING.



WELCOME TO THE CHEF'S VISION KITCHEN.

All Chef's Vision Products are designed to work together to make kitchens more beautiful. And your sales higher.

Chef's Vision 6-Piece Knife Sets

Three unique, gorgeous series to appeal to all shoppers. And each set performs as beautifully as it looks!

- High quality, durable stainless steel blades honed to razor sharpness
- Ergonomically designed, solidly constructed handles for a secure grip
- Highly durable nonstick coating makes cutting and slicing far easier
- Beautifully gift-boxed for weddings, Mother's Day, holidays, every day
- Dishwasher safe and food safety approved
- 6 essential knives for all food preparation needs:

3.5" Paring Knife

5" Utility Knife

7" Santoku Knife

8" Slicer Knife

8" Bread Knife

8" Chef Knife



Chef's Vision 6-Piece Cosmos Series

- From the vibrant Crab Nebula to gorgeous star clusters, the Cosmos Series transports the heavens into your customers' kitchens.
- Beautifully gift boxed, with an informative Free Guide to the Cosmos, explaining the striking cosmic images on the blades.



Chef's Vision 6-Piece Wildlife Series

- Nature's most beautiful creations, native to Asian jungles, Australian reefs and Russian forests, are pictured on the captivating Wildlife Series blades.
- Beautifully gift boxed, with a pamphlet explaining each of the animals.
- Chef's Vision donates a portion of each sale to the World Wildlife Federation.



Chef's Vision 6-Piece Landscape Series

- Customers can travel to the majestic mountains of New Zealand, tulip fields of Holland, beaches of Vietnam and more, and never leave their kitchen.
- Beautifully gift boxed, making it an even more perfect item for Mother's Day, weddings and holidays.



BEHOLD Free-Standing Magnetic Knife Holder

Chef's Vision knives look even more beautiful on the BEHOLD Free-Standing Magnetic Knife Holder.

- Quality construction and materials, as with all Chef's Vision products.
- The perfect accessory for Chef's Vision's gorgeous knives which look great on BEHOLD'S black surface.
- Beautifully packaged to get noticed and cross-sell Chef's Vision knives.



BEHOLD Wall-Mounted Magnetic Knife Holders

The beautiful, secure way to store and display kitchen knives, while saving space.

- Easy to install, and made with quality construction and materials.
- Holds a full set of knives, and the ideal way to display Chef's Vision knives.
- Two beautiful styles — Classic Black and Stylish Silver — each in a beautiful gift box.



BladeKeepers Protective Knife Covers, exclusively for Chef's Vision Knife Sets

Three different BladeKeepers, each created specifically for a Chef's Vision Knife Set Series: Cosmos, Wildlife, or Landscape

- Set includes six different blade covers, one for each knife in a Chef's Vision 6-Piece Knife Set.
- Each durable BladeKeepers cover is color-coded to perfectly match the Chef's Vision Knife Set, and easily slides on and off the blade.
- The easy, safe way to store and protect Chef's Vision knives in a drawer or container.



Smarter Edge Kitchen Knife Sharpeners

Two sharpening grooves, two sharpening positions and its compact size make Smarter Edge the smart choice for chefs.

- Two sharpening grooves — gray carbon sharpens dull blades, white ceramic for touch-up, daily sharpening.
- Two ways to use Smarter Edge — flat on the counter for shorter blades, or use the V-notch on the counter corner for longer blades.
- Six designer colors, for all tastes, and compact in size for easy storage.
- Gift packaged, with full sharpening instructions.

THE REAL BEAUTY IS HOW WELL THEY PERFORM...IN YOUR STORE.

Suggested 4-Shelf Plan



Suggested 2-Shelf Plan A



Suggested 2-Shelf Plan B



For more information, please contact

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