



## Zyliss Press Release: Housewares 2017

**Booth #: S1228**

Premium Swiss kitchenware brand Zyliss has earned a reputation for innovation and their impressive line-up of new products for 2017 underline that pedigree. With an emphasis on problem solving through quality innovative products, Zyliss has developed an assortment of fantastic new products that no kitchen can do without!

### Zyliss Control Knives



After extensive consumer-focused research into how people use kitchen knives in their home, Zyliss has designed a truly innovative range of knives. Challenging convention, the new knives have been designed to meet the needs of the consumer, not just the professional chef. They support many grip styles comfortably, including pinch grip, and have a unique indentation on top of the blade to support more detailed prep work, such as mincing herbs

The **Zyliss Control** range of knives have two inbuilt touch points to support the user for more control. The knives are manufactured from high grade German stainless steel, they are dishwasher safe, feature anti-bacterial agents in the handle which kill 99.9% of all germs, and are guaranteed for 25 years.

The Zyliss Control knife handle is designed to fit a variety of hand sizes and includes soft touch grip points on the underside resulting in maximum control. The range includes 10 popular sizes and is complimented by a 6-piece and 16-piece acacia wood block, which both feature anti-bacterial removable sheaths that are dishwasher safe for total block hygiene.

**MSRP \$14.99-\$29.99 for open stock, \$109.99 for the 6pc Knife Block and \$179.99 for the 16pc Knife Block**



For more information, contact [bridget.cundelan@dkbrands.us](mailto:bridget.cundelan@dkbrands.us), T: (949) 296-3446



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### Zyliss Multi-Prep Mandoline

With consumers and retailers alike requiring innovation to make food preparation quicker and more convenient, the slicing and grating categories have always been in high demand. This Spring, Zyliss are launching 2 new products within this category following a period of intensive research into how consumers process slicing and grating tasks in the home. Zyliss introduce their safest and most advanced Mandoline to date, the **Multi-Prep**. The product includes a number of enhanced safety features, consisting of: push button activated pop-up julienne blades, easy clean sliding plates, safety lock and the patented SmoothGlide™ food holder. The latter is fixed to the body via a sliding glide rail, which delivers a smooth controlled cutting action for a variety of food types and keeps the hands well away from the cutting surfaces. It also features a built-in feed tube for longer foods such as carrots and cucumbers.



The product also features a stainless steel runway with high quality micro-serrated blades for optimum cutting performance, while the blade housing is reversible with a secondary crinkle cut. **The Multi-Prep Mandoline** also holds a 5 year guarantee.

MSRP: \$59.99

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## Zyliss 4 in 1 Slicer and Grater

The Zyliss 4 in 1 Slicer/Grater has been a bestseller for a number of years. The updated 2017 version comes with a variety of improvements to keep the product at the top of its league. Consumers can select from a fine or coarse grate, or a 1mm or 3mm slicing plate. The slicing blades are serrated for optimum performance and angled to ensure food is consistently and efficiently sliced. The grating blades are acid etched and razor sharp.



When in operation, the tracked food-holder keeps food into the path of the blades, eliminating the possibility of slipping and injuries. Further consideration to safety has been given when designing the unique food pusher, which features a ridged wedge angle, driving food into the blades without piercing it which causes tears in the food and can also cause injuries when operating. In the central core of the food pusher, a cavity has been created for long produce such as carrots or cucumbers. This gravity fed system keeps consumers fingers away from the blades while giving them maximum flexibility of use.

**MSRP: \$24.99**

## Zyliss Quick Whisk

Quick and efficient, the Quick Whisk is the next generation in manual whisking. It has been shown to whip cream 2x faster than leading competitors. Its features include an ergonomic handle for maximum support, an added support bar for balance when whisking, and double rotating beaters that deliver consistent and quick results every time. It is the perfect tool for mixing, aerating, blending, and whipping. The beaters and support bar are removable and dishwasher safe.

**MSRP: \$19.99**



## Zyliss Cook Frying Pan Range

Zyliss Cook is the brand's first venture into the cookware market. Using extensive consumer research, Zyliss has developed a range of products that offer the consumer the ultimate non-stick performance. The cast aluminium pans feature a revolutionary ball blasting treatment which not only facilitates a longer lasting non-stick surface but aids non-stick performance too. The non-stick coating itself is a ceramic reinforced 3 layer Rockpearl coating formulated exclusively for Zyliss by Ilag of Switzerland. These combined technologies provide the end user with the ultimate blend of excellent durability and outstanding non-stick properties.

Each pan has a soft touch, ergonomic handle that has been riveted for extra strength. Designed for maximum comfort and controlled handling even when your hands are wet. The durable dot induction base delivers advanced conductivity on all hobs including induction. The super-fast and even heat distribution ensures perfectly cooked food every time. It's easy to hand wash and is dishwasher safe.

The range of Zyliss Cook Forged Aluminium Frying Pans come in a variety of sizes, each with a 10-year non-stick coating guarantee.

**MSRP: From \$19.99 for 8" Fry Pan to \$44.99 for 11" Deep Sautee Pan**



## Measuring Range

The new Zyliss Measuring Cups come in a range of 3 sizes. Their advanced design includes a no-drip spout and non-slip handle & base. Included is a sliding scale for a more accurate measurement, there are even smaller measurements on the conical base of the cup for better precision.

**MSRP: Prices range from \$6.99 to \$19.99 for 3 pc set.**





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Zyliss Measuring Cups come in a set with 5 different sizes, and the spoons in 4 sizes. Each set is held together with a snap fit stick which can be doubled up as a removable scraper to even out the level of ingredients in the spoon/cup. The top edge of the spoon has a flat edge to enable accuracy. Measurements are permanently etched on the handle along with the non-slip properties for better grip.

Measuring cups: 1 cup,  $\frac{3}{4}$  cup,  $\frac{1}{2}$  cup,  $\frac{1}{3}$  cup,  $\frac{1}{4}$  cup

Measuring spoons: 1tbsp, 1tsp, 1/2tsp, 1/4tsp

**MSRP: Cups \$7.99/ Spoons \$4.99**

