

COOK WITH CURTIS

Curtis Stone creates high quality “Cook with Curtis” cookware for Aussie chefs

Number 1 kitchen brand and best reviewed products on US Home Shopping Network exclusive to Coles

Australia’s much-loved Michelin starred chef Curtis Stone is launching his exceptional quality 19-piece kitchen collection exclusively at Coles, with the new range designed especially for Aussie home cooks expected to cause a sensation in the supermarket aisles.

The range includes a five-piece cookware set made of hard anodised forged aluminium with an impressive weightiness and five-layer Dura-Pan™ non-stick coating, the chef knives are made from Japanese stainless steel, there is a unique multi-use lid rest set to become an essential in any kitchen, as well as a wooden chopping boards, paddle boards and utensils which are some of the most stylish kitchenware Australian shoppers will ever experience.

With Curtis’ experience in kitchenware design and innovation and Coles’ insights into the Australian kitchenware market, the new “Cook with Curtis” range will launch at Coles in September.

The idea behind the range of high-end cookware, knives, utensils and chopping boards is to provide department store quality products at supermarket prices, with prices ranging from \$10 up to \$55.

Curtis has worked hard over the past 10 years to innovate, design, refined kitchenware products to work for the home cook. His popular kitchenware launched on the Home Shopping Network (HSN) in the US back in 2012 and has seen phenomenal growth.

Over the last few years he has sold over 4 million of his renowned Dura-Pans™ and has been named HSN's #1 kitchen brand as well as the best-reviewed brand across all categories.

Curtis said he is excited to bring his much-loved cookware back home to inspire Aussies and make life easier in their kitchens.

“My aim is simple – to make cooking at home just that little bit easier, more enjoyable and delicious. After a decade of perfecting my cookware, I’m so excited to be launching my brand new ‘Cook with Curtis’ range exclusively designed for Aussie home cooks. It’s the highest quality product at the most affordable price, so I really feel I’m helping all Australians to cook with me!” Curtis said.

Coles General Manager Non-Food Jonathan Torr said customers will be thrilled to get their hands on this quality range that’s been created exclusively for Coles.

“Curtis and our team have left no stone unturned in developing this quality range for our customers’ needs and we’re thrilled to be working one of the world’s greatest chefs to bring this exceptional range of cookware to our supermarket shelves,” Jonathan said.

“Our customers will feel like they have something very special when they purchase this range. It’s the type of quality you would expect to find in a premium department store, and it’s being made available to our customers at great prices. Coles is committed to providing solutions to our customers in their kitchens and we are so proud to have a trusted advisor like Curtis Stone help bring this superb collection to homes across Australia.”

The Cook with Curtis range includes:

Cookware:	frypans, saucepans, sauté pan, grill pan, stockpot
Knives:	chef knife, santoku knife, double serrated utility knife
Utensils:	solid spoon, ladle, slotted turner, measuring cups, lid rest, tongs
Boards:	chopping board, paddle board

The cookware is made of hard anodised forged aluminium with an impressive weightiness to them and with the 5-layer non-stick coating Dura-Pan™ technology, food will just slide right off! The exterior is 30% stronger than stainless steel with a base compatible with ALL cooktops: ceramic, electric, gas, induction and infrared.

Curtis has always been an avid connoisseur of chef knives, and particularly loved the creative process of the 3 knives on offer at launch. Made from Japanese stainless steel, they are designed for home cooks to hone and perfect their knife skills.

The lid rest is a unique multi-use item – allowing home cooks to avoid dripping mess from 2 lids at a time. It's also great as an iPad/tablet stand and to serve snacks from. The 28cm grill pan takes home cooks' grilling both indoors and outdoors – they can pop it on the stove as well as the BBQ.

The utensils and wooden chopping & paddle boards round off the collection as the ultimate accessories to kit out the perfect kitchen.

For more info & imagery contact tiffany@socialdiary.com.au / 0425 223 844
or Coles Media Relations media.relations@coles.com.au / (03) 9829 5250