

“Form and Function”

“A Tool to Tame”

“Kitchen companions with a can-do attitude”

“Neat, Sweet and Complete”

“Problem Solvers”

“The very latest in thingamajigs”

“Cool Tools”

“Hip, Hip, Puree”

“Toys aren’t just for your bedroom”

“One hand wonder”

“Make life easier”

“Go Go Gadgets”

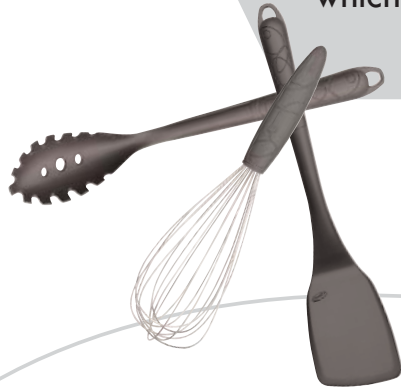
“Flavorful Flair”



**“Creating a Brand”**

## SITUATION

After 20 years of being handled by a outside distributor, in 2001 Chef'n began marketing products under its own brand name and hired us as consultants to set up a strategy to generate industry and consumer brand awareness. The unique and defining message was of a product design company founded on wit and youthful spirit, which would differentiate them from competition.



## CAMPAIGN

We have been able to convey these attributes to the consumer media via trade shows; in-person office visits; Satellite TV Media Tours, personal contact and press events. The press, once informed, carried the message very effectively!



## PR Value Report 2003

Grand Total	\$	2,294,670
Consumer	\$	1,679,968
TV / Radio	\$	500,550
Trade	\$	214,152

**Kitchen Gadgets**

## Need a helping hand?

Some kitchen tools are indispensable while others are just fun and handy to have around.

Now, salt and pepper can be with one hand in one grind. **Chef'n Dual Grinder** both a pepper and salt grinder, one device that contains a storage and grinding chamber for coarse salt, the other for peppercorns. \$25.




The new **PopOut potato peeler** features the SafeStar retractable blade, ingeniously hidden within an ergonomic handle. Just press a button and out pops the blade. Available in five colors — transparent red, purple, blue, yellow and smoke. \$9.99.

**Rev'n Chef mini-ture chopping bowl** for garlic, herbs and spices is a great little tool for pureeing, emulsifying or even beating eggs. A miniature pull cord (just like a lawn mower) activates the blades. The unit requires no plugs or batteries and has no buttons or dials. \$24.99.



## cool tools

The frosty colors of the Switchit, combination measuring spoons, spatulas, and stirring tools from Chef'n (\$9.99-\$12.99 each), make them fun for the holidays and their versatility assures year-round usefulness. Made of heat-resistant silicone rubber, they're perfect for finishing the gravy.

**Chef'n Pivot Grinder**

The Chef'n Pivot Grinder grinds cracked peppercorns with the use of a freshly patented rotary rasp mechanism.

The Pivot Grinder has over five grind-size selections. Simply grip the pointed handle and move it back and forth to obtain pepper grinds.

To refill, pull away either of the gripping pads on the side of the brushed-modified aluminum casing and add peppercorns.

*Suggested Retail Price: \$38*

Chef'n  
(toll) 866-64-CHEFN  
www.chefn.com  
Circle #211

perfect for slow cooking


**Flavorful Flair** Spice is nice, especially when it's accessible—and adorable. Check out the Mini Magnetic Pepperball Pepper Grinder and Mini Salt Ball Salt Grinder with SavvyGrip soft padded handles from Chef'n. \$10 each. 866-64-CHEFN; www.chefn.com.



**Nifty can opener**


To devour the EZ-Squeezer can opener from Chef'n can be used one-handedly. In reality, a second hand (or casual/assistive dexterity) is needed to operate the lock-unlock mechanism and get the opener into position on the can. After that you squeeze the handles together to see pull, and the blade spins around easily. Perhaps the best feature is the magnet in the end of the handle that lets you fish out the lid without getting other food — or whatever — all over your fingers.

The Flair & Beyond sets them for \$11.99.



**bites & bites**

**EASY ACCESS**  
With its stainless steel V-shaped blade, the Grapefruit from Chef'n can section citrus with a one-handed squeeze. \$20. 866-642-4336; www.chefn.com.



THE GOURMET RETAILER

WEEKLY OF HOME PRODUCTS RETAILING • January 6, 2003 • \$2

**HFN**

BUDGET LIVING

Woman's Day Specials

**KITCHEN BATHS**

\$25.00 FRIGIDAIR APPLIANCE GIVEAWAY

**HOME FURNISHINGS NOW**



## RESULTS

During the first year out, the program resulted in a 70% increase in sales. The company now has nationwide distribution in all major home and kitchen chains. Even the consistently surprised CFO continues to credit our efforts for a significant contribution to this success!

Launch Segment-First 5 months Media Return vs. Cost of PR Program

