



## **CHEF'S PLANET INTRODUCES TWO CLEVER NEW PRODUCTS FOR THE INTERNATIONAL HOUSEWARES SHOW**

*Nonstick Grill & BBQ Mat and Squid-Like Whisk Continue Chef's Planet's Mission to Bring Clever Ideas and Products to the Kitchenware Market*

**Phoenix, Ariz. (March 9, 2007)** – Chef's Planet, a kitchenware company founded to create culinary tools that make cooking enjoyable and simple, today announced two new products—the Nonstick Grill & BBQ Mat and a more efficient squid-like Whisk. Both products continue to demonstrate Chef's Planet's ability to deliver products that make cooking easy and pleasurable.

“We are constantly challenging ourselves to push the envelope in design, form and function of kitchen products. Our full line of kitchenware tools truly bring clever and practical ideas to the kitchen that are unrivaled by other manufacturers,” said Michael Romley, President of Chef's Planet. “Our peers, customers and competitors have acknowledged our leadership in innovation and are looking for what we do next.”

The Chef's Planet Nonstick BBQ & Grill Mat is a nonstick coated mesh mat which is placed on a grill for cooking delicate fish, chicken and vegetables. The mesh won't let smaller and delicate foods stick or fall through the grill grates. The mat solves two of grilling worst problems; 1) delicate food like fish will not stick to the mat; and 2) the mat will help food cook more evenly. The Nonstick BBQ & Grill Mat is proudly made in the USA and can be placed in the dishwasher for easy cleaning or hand washed in warm soapy water. It measures 15 inches in length by 10 ½ inches in width. The Nonstick BBQ & Grill Mat will be available in April 2007.

The Chef's Planet Whisk was created to decrease whisking time in half. The Whisk can be used for cold whisking tasks like whipping cream and beating eggs. The ingenious design with its squid-like shape, thick legs and rounded ends aerates mixtures faster and better than traditional whisks. The high-quality plastic is lightweight and easy on the hands and wrist. The Whisk will be available in April 2007.

### **Manufacturing and Marketing**

Chef's Planet's products are actively sold through manufacturer's representatives located throughout the United States, Canada, Australia and New Zealand. To find out about the retail outlets carrying Chef's Planet products email [info@chefsplanet.com](mailto:info@chefsplanet.com) or call (602) 906-3600.

### **About Chef's Planet**

Founded in 2002, Chef's Planet designs, manufactures and distributes clever kitchenware products. Our fresh ideas address problems cooks face every day in the

kitchen so cooks can save time and have more fun. We believe life should be about great food, family, fun and precious moments. We call it 'Zest for life™'. Our products are distributed internationally and include a full line-up of kitchen tools, nonstick liners for baking and grilling as well as other clever items for kitchens and homes. For more information about the company and its products visit [www.chefsplanet.com](http://www.chefsplanet.com).

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