



## **CHEF'S PLANET UNVEILS NEW BRAND IDENTITY**

*New Brand Better Communicates Chef's Planet Company Personality and Brand Promise to Customers*

**Phoenix, Ariz. (March 9, 2007)** – Chef's Planet, a kitchenware company founded to create culinary tools that make cooking enjoyable and simple, today unveiled a new brand identity that represents a significant milestone in the company's history and further signifies the company's evolution to a leading innovator in the kitchenware market.

The new identity includes a complete makeover of the Chef's Planet brand including, market positioning and brand personality which has resulted in a new logo, website, catalog and packaging. It also includes a new tagline: "Zest for Life™." This tagline is Chef's Planet's unique brand promise to illustrate that clever kitchenware can help customers find more enjoyment in cooking as well as find more time to do the things they really love in life. The brand was created from conducting a full internal and external analysis of the current brand, customer perceptions and the company's mission for the future. The new branding simplifies and unifies the look and feel across Chef's Planet's products in an effort to better communicate the uniqueness of the products to retailers and consumers.

"The new identity marks a rebirth of a brand far more consistent with our company values and personality," said Michael Romley, President of Chef's Planet. "We plan to grow the value of our brand as we continue to evolve the company. This evolution will help Chef's Planet further solidify our position as a leading innovator and help us create a consistent presence with retailers and a stronger emotional connection with customers."

Since its inception in 2002, Chef's Planet has positioned itself by taking a different approach to the market that began with the development of its first product—the stainless steel food scoop—PrepTaxi®. Since then Chef's Planet has introduced over 40 new products to complete its line-up of nonstick liners, tools and other clever products like all-natural foaming soaps, all-natural wood crème and elegantly designed olive oil and vinegar cruets. Chef's Planet strives to introduce only clever products that save time or make cooking and life in general more enjoyable.

### **Manufacturing and Marketing**

Chef's Planet's products are sold through manufacturer's representatives located throughout the United States, Canada, Australia and New Zealand. Over 3,000 gourmet stores, catalogs and national retailers have selected Chef's Planet products. To find out

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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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