



**FOR IMMEDIATE RELEASE**

**CHEF'S PLANET DELIVERS TWO NEW PRODUCTS FOR  
THE 2007 GOURMET HOUSEWARES SHOW**

*BBQ Kit and PrepTaxi® Food Scoop in Bright Fun Colors Bring  
Creativity and Fun Back into Cooking*

**Phoenix, Ariz. (May 1, 2007)** – Chef's Planet, a kitchenware company founded to create culinary tools that make cooking enjoyable and simple, today announced two new products to add to its line up of clever, useful cooking tools—BBQ Kit and its flagship PrepTaxi® Food Scoop in bright new colors.

“Having fun in the kitchen is paramount to our strategy at Chef's Planet. We strive to give every single customer a direct benefit from our products whether it is convenience, time savings, or adding more enjoyment to cooking,” said Michael Romley, President at Chef's Planet. The BBQ Kit and PrepTaxi in new colors are perfect examples of that strategy.”

The BBQ Kit is everything a cook needs for an afternoon picnic, tailgate event, camping trip or just eating on the go. The convenient roll up canvas bag includes a spatula, grilling fork and spoon, paring knife, butcher knife, bread knife cutting board and place settings for four. There's even a bottle opener. Compact in size, this kit can be stored in a car ready for use at anytime. All utensils are stainless steel and dishwasher safe. The BBQ Kit will be available on June 1<sup>st</sup>.

Previously made in only stainless steel, the patented PrepTaxi Food Scoop now comes in orange, green, blue, black and red. It fills an important role in food preparation—getting your diced meats, chopped veggies and grated cheese from the chopping block to a pan or bowl. Just scoop and transfer. It holds up to 3 cups of prepped foods and is dishwasher safe. The colorful line of plastic PrepTaxis are available now.

To see these new products, as well as a full line of creative and inspired kitchenware tools by Chef's Planet, visit Booth #6358 at the Gourmet Housewares Show in Orlando FL, May 8-10, 2007.

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**About Chef's Planet**

Founded in 2002, Chef's Planet designs, manufactures and distributes clever kitchenware products. Our fresh ideas address every day problems in the kitchen so cooks can save time and enjoy the experience of cooking. 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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