

TWO Cookware Choices ONE High-Quality Standard

You have two exceptional lines of cookware to offer your customers. Why two? Because the market for cookware is very large, and it's made up of two key players. Stainless accounts for 30% of all cookware purchases, and hard-anodized aluminum accounts for another 24%.*

With two cookware collections, you compete for 54% of all cookware purchases! That means a lot of your customers will be interested in Pampered Chef® cookware.

*Source: NPD Group Retail Tracking Service, April 2010.



Stainless users love it because:

- It takes high heat on the stovetop, oven and broiler — up to 500°F.
- It develops fond — flavorful brown bits of meat that stick to the bottom of the pan and release when liquid is added to make delicious gravies and sauces.
- It's dishwasher-safe.



Aluminum users love it because:

- It has an advanced nonstick coating.
- It's easy to clean.
- It's durable.

So, how do you sell two distinctly different lines? It's simple! Just talk about the features and benefits of each. You'll find that some customers will prefer our Stainless Cookware, some will prefer Executive Cookware, and some will want to have a few pieces of each. Both collections feature state-of-the-art technology and The Pampered Chef® attention to detail.



Pampered Chef® Cookware

is the right choice, whether your customers prefer hard-anodized aluminum or stainless.

Stainless Cookware

Superior Performance

- Tri-Ply Clad construction for even heat transfer throughout the entire pan, including sidewalls
 - Exclusive ratio of stainless steel to aluminum for optimal cooking performance
- Can be used on all cooktops, including induction
 - 18/0 magnetic polished stainless exterior
- Satin finish interior for easy food release
 - 18/10 stainless interior
- Extra-long stainless “Y-shaped” handles with thumb rest for a cool, comfortable grip during stovetop cooking
 - Hanging loops
- Pans, stovetop-, oven- and broiler-safe to 500°F; lids, heat-resistant to 400°F
- LIFETIME GUARANTEE

Easy Cleaning

- Dishwasher-safe
- Satin finish interior for easier cleanup
- Looks like new with occasional use of our Stainless Cleaner

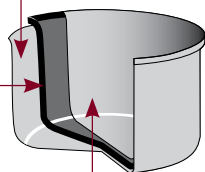
Added Convenience

- Measure marks on saucepans, stockpots, skillets and casseroles for quick and easy measuring
- Flared rims for dripless pouring
- Tempered glass lids with stainless rims for keeping an eye on foods without lifting the lids

Why Tri-Ply Clad transfers heat better.

Aluminum, one of the best heat conductors, is sandwiched between stainless steel and extended throughout the pan. It heats faster and more evenly from base to sidewalls than cookware with encapsulated bases. Our ratio of stainless to aluminum provides optimal cooking performance.

Magnetic 18/0 stainless exterior makes it ideal for gas, electric and efficient induction cooktops.



18/10 stainless interior with satin finish provides durability and easy release.

Many stainless cookware lines use the encapsulated process. An aluminum or copper disc is attached to the bottom to aid in heat distribution. Because heat is distributed efficiently only on the bottom, this construction is less efficient and leads to uneven heating, hot spots and greater difficulty controlling desired results.

Executive Cookware

Superior Performance

- Hard-anodized aluminum reinforced with a titanium alloy for superior performance and durability
 - Pans won't go “out of round”
- Even heat transfer throughout the entire pan, including sidewalls
 - Thick bottoms for even heat distribution; thinner sidewalls for fast heat transfer
- Even cooking
 - Flat bottom construction to keep liquids from running to the edges of the pan
- Riveted stainless and silicone soft-grip handles
 - Stay cool during stovetop cooking
 - Stainless cast hanging loops
- Oven-safe to 400°F
- LIFETIME GUARANTEE

Easy Cleaning

- DuPont™ Autograph® 2 nonstick coating both inside and out for effortless cleanup

Added Convenience

- Flared rims for dripless pouring
- Tempered glass lids with stainless rims for keeping an eye on foods without lifting the lids

What is hard-anodized aluminum?

Hard anodization is an electrochemical process that adds hardness to aluminum and seals the surface of the pan. Our hard-anodized aluminum is reinforced with a titanium alloy, which results in an even stronger and more durable product.



Cookware Selling Ideas

Hands-on experience is best.

- Pass around a saucepan or skillet while you comment on the weight. “Can you feel how balanced and sturdy it is? That’s a sign of well-made cookware.”

Talk about the need for sets and open-stock pieces.

- “Most of us have at least one pan that we’ve been planning to replace — maybe a sauté pan, griddle or skillet. You can choose from our open-stock pieces if you just need one item, or look to our sets for something more complete.”
- “Buying cookware is about preference. Consider your cooking needs and choose a primary cookware collection. Start with a set and then supplement it with important open-stock pieces, so you’ll have the best of both worlds.”



Explain the compelling features and superior performance of each collection.

STAINLESS COOKWARE

- “If you’ve shopped around for stainless cookware, you probably already know that you get the best cooking results with Tri-Ply Clad cookware. Think of it like a cookware ‘sandwich.’ The durable stainless steel is like the bread, and the inside of your sandwich is aluminum, one of the best heat conductors. We went the extra mile on our collection, because our ratio of stainless to aluminum gives you optimal cooking performance. When you own Pampered Chef® Stainless Cookware, you own the best!”
- “Stainless is excellent for browning meat and developing fond. Fond is the browned and caramelized bits of meat stuck to the bottom of the pan after cooking. When liquid is added, the fond comes off the pan and adds great flavor to the recipe. This is referred to as deglazing the pan.”



EXECUTIVE COOKWARE

- “If you prefer nonstick cookware, our Executive Cookware has the latest technology for cooking quickly and evenly. I love the no-drip flared rims, too. And with the nonstick coating on the inside and outside walls, cleanup is fast and easy. Your cookware always looks beautiful!”



Many customers want both.

- “Many people like to have both types of cookware in their kitchens, so they always have the perfect cookware for the job. And the lids for both collections are interchangeable.”
- “Both types of cookware have many uses, but some people prefer to use one or the other for specific tasks. For example, some find that stainless is ideal for searing, caramelizing, roasting and broiling because it can withstand a high heat on the stovetop or in the oven. On the other hand, they might prefer nonstick for cooking eggs, pancakes, cream soups and grilled cheese sandwiches. The Pampered Chef® has top-quality cookware for either preference!”

Cookware can attract new hosts.

- “If you’d like to add our cookware to your kitchen, but just aren’t sure it’s in your budget, let’s talk about booking your own Cooking Show so you can get it for FREE or half price!”
- “When you think about the fact that you use cookware virtually every day, it’s worth investing in quality. After all, cooking is much more fun when the results are just right! And with our lifetime guarantee, you can buy with confidence.”

Showcase Our Cookware Collections with Easy and Delicious Recipes

*This delicious recipe demonstrates how **Stainless Cookware** can go from stovetop to oven to broiler.*

Stovetop Mini Pan Pizza

- 1 teaspoon **Garlic Oil** or olive oil
- 1 can (6 ounces) refrigerated flaky buttermilk biscuits (5 biscuits)
- 2 tablespoons pizza sauce
- ½ cup shredded mozzarella cheese
- 2 tablespoons (½ ounce) grated fresh Parmesan cheese

1. Preheat oven to 500°F. Brush **Stainless (8-in.) Sauté Pan** with oil. Arrange biscuits in a single layer and crimp edges to form one piece. Press into a 6-inch circle. Place dough in pan; spread evenly with sauce. Sprinkle with cheeses.
2. Place pan on stovetop and cook crust over medium heat 2–3 minutes or until bottom is golden brown.
3. Transfer pan to oven and bake 4–5 minutes or until crust is cooked through.
4. Turn broiler on HIGH. Using **Oven Mitt**, move pizza to top rack. Watching carefully, broil 1–3 minutes or until cheese is golden brown. Serve immediately.

Yield: 10 sample servings

Nutrients per serving: Calories 80, Total Fat 4 g, Saturated Fat 1 g, Cholesterol 5 mg, Carbohydrate 8 g, Protein 2 g, Sodium 250 mg, Fiber 0 g

TIP: Make the recipe in the **Stainless (10-in.) Sauté Pan** for a thin crust pizza.



*Make this tasty recipe to demonstrate that **Executive Cookware** is oven-safe and easily releases food for effortless cleanup.*

Garlic Bites

1. Preheat oven to 350°F. Melt 1 tablespoon butter in **Executive (8-in.) Sauté Pan**.
2. Press in 1 clove of garlic and sprinkle with 1 teaspoon **Italian Seasoning Mix**.
3. Cut 1 package (10.2 ounces) grand-size refrigerated biscuits (5 biscuits) into quarters. Arrange biscuit pieces in pan; sprinkle with additional seasoning. Bake 18–22 minutes or until golden brown.

Yield: 10 sample servings

Nutrients per serving: Calories 110, Total Fat 5 g, Saturated Fat 1.5 g, Cholesterol 0 mg, Carbohydrate 13 g, Protein 2 g, Sodium 300 mg, Fiber less than 1 g



1. Which cookware collection can go under the broiler?	1. Stainless Cookware takes high heat on the stovetop, in the oven and under the broiler.
2. Who is the manufacturer of our Executive Cookware nonstick coating, and what's the name of the coating?	2. DuPont™ is the manufacturer of the nonstick coating that's called Autograph® 2 .
3. What are the maximum temperatures that our Stainless Cookware and glass lids can take?	3. Stainless Cookware is stovetop-, oven- and broiler-safe to 500°F . The lids are heat-resistant to 400°F .
4. True or False: According to national polls of all cookware brands, hard-anodized aluminum cookware outsells stainless cookware by 2:1.	4. False. Nationally, stainless and hard-anodized aluminum cookware sell about the same . Stainless accounts for 30% of all cookware purchases and hard-anodized aluminum accounts for another 24%.* Some customers prefer Stainless, some prefer Executive and some want a few pieces of each.
5. Which Pampered Chef® cookware collection can be used on an induction stovetop?	5. Stainless Cookware can be used on induction cooktops because it has an 18/0 magnetic stainless exterior.
6. What is the advantage of Executive Cookware's flat bottom technology?	6. The flat bottoms on Executive Cookware provide an even cooking surface and liquids don't run to the edges of the pan .
7. What are some advantages of the titanium reinforcement in the Executive Cookware?	7. Titanium reinforcement provides superior performance and durability and helps prevent cookware from going "out of round." An out-of-round pan describes one that has developed an oval shape over time, causing the lid to fit improperly.
8. The Tri-Ply Clad construction of Stainless Cookware means it has a heat-conducting aluminum core sandwiched between two sheets of stainless steel. What's the advantage of this construction?	8. The Tri-Ply construction of our Stainless Cookware provides durability and even heat distribution throughout the entire pan , including the sidewalls.
9. Executive Cookware is oven-safe up to what temperature?	9. Executive Cookware is oven-safe to 400°F .

10. Which cookware collection has measure marks, and what's the benefit?	10. Stainless Cookware has measure marks on the inside of the casserole, saucepans, stockpots and skillets; the benefit is quick and easy measuring .
11. What's the benefit of flared rims, and which cookware collection has them?	11. Flared rims provide dripless pouring which keeps messes off stovetops and countertops, making cleanup easier. Both Stainless and Executive Cookware have flared rims.
12. What is "fond?" Which type of cookware will develop fond when cooking?	12. Fond is the browned and caramelized bits of meat stuck to the bottom of the pan after cooking. When liquid is added, the fond comes off the pan and is great for making sauces. Stainless Cookware is excellent for browning meat and developing fond.
13. Which cookware line is dishwasher-safe?	13. Stainless Cookware is dishwasher-safe. The Use & Care instructions for Executive Cookware specifically state that it's handwash only.
14. State at least two advantages of the nonstick coating on the inside walls, bottoms and outside walls of Executive Cookware?	14. The nonstick coating of Executive Cookware provides: Easy and quick cleanup. Healthier cooking with little or no oil. Long-term durability.
15. Both sets of cookware have tempered glass lids with stainless rims. What's the advantage of cooking with glass lids?	15. You can monitor your food without lifting the lid.
16. Which cookware line has unique "Y-shaped," extra-long hollow cast handles?	16. The Stainless Cookware has "Y-shaped" handles that stay cool during stovetop cooking.
17. What are three features and benefits of the silicone and stainless steel Executive Cookware handles?	17. <i>Answers may include any of the following:</i> Executive Cookware handles: Riveted to the cookware for strength. Designed with a thumbprint for a sure grip. Stay cool during stovetop use. Oven-safe to 400°F. Lids fit around the handles to conveniently hang together.
18. Which cookware collection has a satin finish interior, and what's the benefit of that finish?	18. Our Stainless Cookware has a satin finish interior which provides for easy food release.
19. What's the guarantee period for both cookware collections?	19. The Pampered Chef® provides a lifetime guarantee for both Stainless and Executive Cookware.

October 2010
Host Special

Simmer prices until reduced 60%

Host a Show in October and
save 60% on cookware!

\$650 or more in guest sales...
Choose **TWO** pieces or sets.

\$150–649.99 in guest sales...
Choose **ONE** open-stock piece.



**Lifetime
guarantee!**



Choose from our nonstick
Executive Cookware, top-of-the-line
Stainless Cookware or both.

They have lifetime guarantees!

As a host, you enjoy:

- **FREE** products of your choice.
- Half-price and discounted products.
- 10% discount for a year.
- **FREE** shipping on your order.


The Pampered Chef®
discover the chef in you™

Your Consultant is:

Ask your Consultant for a complete list of selections. (Consultants: See Consultant's Corner)

Note: The Monthly Host Special is available to hosts of October Cooking Shows, Catalog Shows, Fundraiser Shows and Wedding Shows of at least \$150 in guest sales (before tax and shipping). To qualify for the October Host Special, Shows/orders must be held Oct. 1–31 and submitted to the Home Office no later than midnight CT on Nov. 15, 2010. Hosts with guest sales of \$150–\$649.99 may select ONE open-stock cookware piece from Level 1 at 60% off. Hosts with guest sales of \$650 or more may select TWO cookware pieces or sets from Levels 1 and 2 at 60% off. Hosts may select only one of each item or set. To select the October Host Special, hosts must write the special item number in the "specials" section of the sales receipt.

Past Host Booking Benefit: For the past host to redeem the booking benefit, guest sales (excluding booking benefit) must first reach \$150. When guest sales reach \$150 or more, the past host from whom the October Show was booked (if the past host's Show was held on or after April 1, 2010) is eligible to receive their choice of ONE item at 60% off. They may select from the products available to the current host, based upon guest sales of the current host's Show.

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Host a Show in October and save 60% on cookware!

October 2010 Host Special

\$650 or more in guest sales...

Choose **TWO** pieces or sets from
Levels 1 and 2.

\$150–649.99 in guest sales...

Choose **ONE** open-stock piece from Level 1.



Level 2

Host Item #	Past Host Item #	Item	Retail Value	You Pay Only
Stainless Cookware				
#LA35	#LA40	7-Piece Set	\$475.00	\$190.00
#LA36	#LA41	5-Piece Set	\$315.00	\$126.00
Executive Cookware				
#LA38	#LA43	7-Piece Set	\$425.00	\$170.00
#LA39	#LA44	5-Piece Set	\$285.00	\$114.00

Level 1

Host Item #	Past Host Item #	Item	Retail Value	You Pay Only
Stainless Cookware				
#LA01	#LA18	8-qt. Covered Stockpot	\$215.00	\$86.00
#LA02	#LA19	12" Covered Skillet	\$215.00	\$86.00
#LA03	#LA20	10" Covered Skillet	\$150.00	\$60.00
#LA04	#LA21	3-qt. Covered Saucepan	\$140.00	\$56.00
#LA05	#LA22	10" Sauté Pan	\$110.00	\$44.00
#LA06	#LA23	1.5-qt. Covered Saucepan	\$84.00	\$33.60
#LA07	#LA24	8" Sauté Pan	\$54.00	\$21.60
Executive Cookware				
#LA08	#LA25	12-qt. Stockpot	\$220.00	\$88.00
#LA09	#LA26	12" Skillet	\$148.00	\$59.20
#LA10	#LA27	Double Burner Griddle	\$145.00	\$58.00
#LA11	#LA28	Stir-Fry Skillet	\$138.00	\$55.20
#LA12	#LA29	11" Square Grill Pan	\$135.00	\$54.00
#LA13	#LA30	11" Square Griddle	\$115.00	\$46.00
#LA14	#LA31	10" Sauté Pan	\$90.00	\$36.00
#LA15	#LA32	8" Sauté Pan	\$45.00	\$18.00
#LA16	#LA33	12" Glass Lid	\$38.00	\$15.20
#LA17	#LA34	Grill Press	\$34.00	\$13.60

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Handle with CARE

These pages include thought starters for using the C.A.R.E. model to respond to concerns, hesitations and objections.
Add your own ideas, too!

Concern about the business opportunity	C Check for understanding	A Acknowledge feelings	R Respond (With clarifying questions & information)	E Extend invitation again!
I could never do what you do.	"What did I do at the Show that you're not sure you could do?" (E.g. talk in front of people, cook, etc.)	"I felt the same way when I was approached about the business. I didn't think I could do what the Consultant did either."	"Would it help to know that we have great training and that our recipes are really easy to prepare? We say if you can read, you can cook. And the other skills you need are easy to learn."	"Would you like to hear more about the training and support we provide new Consultants?"
I don't have enough time.	"It sounds like you're a busy person and have a lot going on. Is this an especially busy time for you?"	"I understand. I was concerned about managing my schedule, too. I certainly didn't want to be over-committed."	"The great thing about our business is that you can set your own schedule. If you were to try this, how many Shows per week would you want to do?"	"It takes three-four hours to do a Show and another hour or so for Show related tasks. Does that seem manageable for the number of Shows you might do each week?"

Concern about the business opportunity	C Check for understanding	A Acknowledge feelings	R Respond (With clarifying questions & information)	E Extend invitation again!
I don't have enough money for the kit.	"Is the cost of the kit what's holding you back from starting a Pampered Chef® business?"	"It's normal to be concerned about start up costs because most household budgets don't have a lot of wiggle room!"	"Would it help to discuss the income potential from Shows and some options for keeping start-up costs low?"	"Which would you like to talk about first -- income potential or reducing start-up costs?"
I've tried something like this before.	"What didn't go well in your past experience?"	"It's easy to understand your skepticism since you didn't have a positive experience last time."	"Would it help to know how that would be different with The Pampered Chef®?"	"I'd love for you to take a closer look at a company that won't let you down! Could we set something up?"