

TWO Great Cookware Choices ONE High-Quality Standard

You now have two exceptional lines of cookware to offer your customers. Why two lines? Because the market for cookware is very large, and it's made up of two key players. Stainless accounts for 36% of all cookware purchases, and hard-anodized aluminum accounts for another 32% of all cookware purchases. (Source: NPD Group Retail Tracking Service)

With the addition of our Stainless collection, you now compete for 68% of all cookware purchases! That means a lot more of your customers are going to be interested in Pampered Chef® cookware.



Stainless users love it because:

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

Hard-anodized users love it because:

- It has nonstick properties.
- It's easy to clean.
- It's durable.

So, how do you sell two such distinctly different lines? It's simple, just talk about the benefits and features of each. You'll find that some customers will prefer Stainless, some will prefer Executive and some will want to have a few pieces of each.

They'll love our Stainless and Executive Collections because both feature state-of-the-art technology and have The Pampered Chef® attention to detail. Turn the page for all the details and selling ideas.

Pampered Chef® Cookware

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



Executive Cookware

Superior Performance

- Reinforced with titanium for far superior performance and durability.
- Even heat transfer throughout the entire pan including the side walls.
 - Thick bottoms for even heat distribution; thinner sidewalls for fast heat transfer.
- Durable construction.
 - Hard-anodized aluminum reinforced with a titanium alloy.
 - Pans won't go "out of round."
- Even cooking.
 - Flat bottom construction keeps liquids from running to the edges of the pan.
- Oven-safe up to 400°F.
- Durable soft-grip handles stay cool during stovetop cooking.
 - Handles are extra long with stainless and silicone construction.
- Lifetime guarantee.

Easy Cleaning

- Nonstick surface both inside and out for effortless cleanup.
 - DuPont™ Autograph® 2 coating

Added Convenience

- Flared rims for dripless pouring.
- Tempered glass lids with stainless rims allow you to monitor the progress of your food without lifting the lid.

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.



Stainless Cookware

Superior Performance

- Tri-ply construction for even heat transfer throughout the entire pan, including the side walls.
 - Our exclusive ratio of stainless steel to aluminium gives you optimal cooking performance.
- Pans are stovetop-, oven- and broiler-safe up to 500°F. Lids are heat-resistant up to 400°F.
- Can be used on all cooktops, including induction.
 - 18/0 magnetic stainless exterior
- Satin finish interior for easy food release.
 - 18/10 stainless interior
- Unique "Y-shaped" handles stay cool during stovetop cooking.
 - Extra-long hollow cast stainless handles
- Durable scratch-resistant finish.
- Lifetime guarantee.

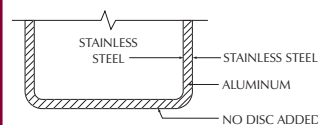
Easy Cleaning

- Dishwasher-safe.
- Satin finish interior makes cleanup easier.
- Looks like new with occasional use of a stainless steel cleanser.

Added Convenience

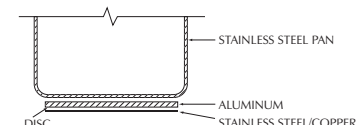
- Saucepans, stockpots, skillets and casseroles include measure marks for quick, easy measuring.
- Flared rims for dripless pouring.
- Tempered glass lids with stainless rims allow you to monitor the progress of your food without lifting the lid.

Why tri-ply clad transfers heat better.



Our Stainless uses tri-ply clad construction.

A heat-conducting aluminium core is sandwiched between two sheets of stainless steel. It extends through the entire pan including the walls, which results in even heat distribution. Our ratio of stainless steel to aluminium gives you optimal cooking performance.



Many stainless cookware lines are made using the encapsulated process.

An aluminum or copper disc is attached to the bottom to aid in heat distribution. Because the heat is distributed only on the bottom, this construction is less efficient and is prone to uneven heating and hot spots.

Cookware Selling Ideas

"Hands-on" experience is BEST.

- Pass around a saucepan or skillet while you comment on the weight. "Can you feel how well-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 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 we offer several sets if you're looking for something more complete."
- "If you already have a complete set of Executive Cookware, try a piece of Stainless, such as the 8" or 10" Sauté Pans. Check out how it sears meat or fries chicken perfectly."



Explain the compelling features and superior performance of each collection.

STAINLESS COOKWARE:

- "If you've shopped for stainless cookware, you probably already know that you'll get the best cooking results with 'tri-ply clad' cookware. Think of your cookware like a sandwich: The stainless steel is like the bread, and the inside of your cookware 'sandwich' is aluminum, one of the best heat conductors. The Pampered Chef® went the extra mile on this, 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, and with the nonstick coating on the inside and the outside walls, cleanup is super fast. Your cookware always looks beautiful!"



Many customers want both. Here's why:

- "Many people like to have both types of cookware in their kitchens so they always have the perfect cookware for the job. And 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!"

Remember that 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 earn it at half-price or even free!"
- "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 10" 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

