

## Forged Cutlery

We're proud to introduce our new line of professional-quality cutlery. The expert craftsmanship of forged German steel blades provide superior strength and precision cutting.

A. 3.5" Paring	\$29.00 #1051
B. 5" Utility	\$32.00 #1052
C. 7" Santoku	\$70.00 #1053
D. 8" Chef's	\$75.00 #1054
E. 9" Bread	\$65.00 #1055

### Selling Tips

- Teach guests that "forged" refers to the process where the steel is hammered, heated and cooled to increase the hardness, density and flexibility of the blades.
- Explain that Santoku means "three good things" in Japanese, referring to slicing, dicing and mincing. Then you could say, "The hollows on the side of the Santoku knife create fine air pockets between the blade and food to aid in slicing, dicing and mincing."
- Teach guests that the "full tang construction" of the knives means the steel runs the entire length of the handle. This important feature provides strength and balance.
- You could say: "The knife you use most often should certainly be top quality, and you'll find yourself reaching for our versatile Utility Knife for a variety of your food preparation needs. It's a kitchen essential."
- Cross-sell all of our knives with our collection of cutting boards.

### Learn More! — Forged Cutlery

- **Cutlery display cards** — One card is tips for you, the other introduces Forged Cutlery to your guests.
- **Show & Sell CD** — Listen to the CD while in your car and pick up new ideas for promoting cutlery.
- **Recipe for Success** — The Products and Recipes chapter is revised to include new training information, including an Anatomy of a Knife diagram.

