

Nassau, Februar 2010

Small helpers with a big impact

Cooking begins with the prep work

Leifheit is setting entirely new trends in the kitchen with its multitude of clever product ideas. Innovations, such as the Perfect Roll or the Twist Cut, simplify the cutting of delicious foods and ensure a culinary delight in your own home. Leifheit is strengthening its competence in the kitchen area with more than a dozen different product innovations. Already today, the Nassau-based company is one of the most important producers in this segment. New developments will further accelerate this position.

Leifheit's new products are ideal aids when it comes to preparing delicious food, and ideally complement current trends. After all, Germans prefer to cook themselves. Whether at home with the family or with friends: In more and more households people cook on a regular basis. According to a study conducted by GfK, about three quarters of all Germans use fresh ingredients in their cooking that they prepare themselves. "Germans are on the right track," Christian Henze emphasises. Germany's favourite chef, winner of the Starcookers Gourmet Award, knows what he's talking about: "Whether it's regional fare or exotic dishes: The ingredients should always be fresh and of choice quality. Only that way can you ensure the best taste." Leifheit has just the right products for the preparation of fresh ingredients. Quality, function and design are the main focus when it comes to that. Here is a summary of the most important new developments:

**Perfect Roll**

Leifheit is creating a completely new trend with this one-of-a-kind innovation. The new kitchen aid makes it possible to turn the widest range of ingredients into rolls of any size easily, quickly and cleanly. Whether it's sushi, mincemeat rolls, potato rolls or even stuffed vine leaves: Perfect Roll opens up unimagined opportunities for

hobby cooks. The new product is available in three different forms: Perfect Roll Sushi, Perfect Roll Fresh and Perfect Roll Party. Practical: Each device also comes with free recipe ideas. Perfect Roll will be available from April 2010. The price will be around 19.95 € (RRP).

The new products will be rounded off by matching accessories, such as a set of serving bowls, serving tongs and serving plates in various sizes.

Twist Cut

Usually, processing fresh ingredients takes time. After all, cutting vegetables and herbs can take a long time.

Things are faster with the Twist Cut. The hand-operated kitchen device has a rotating knife with two extremely sharp blades. It is as effective as an electric kitchen grater and as easy to use as a child's spinning top. Fruit, vegetables and herbs can be minced very easily. The device can also be used to prepare baby food. But the

Twist Cut can do even more: An additional whisk beats cream, for instance, and mixes salad dressings and dips. A particular advantage: Leftovers can be kept fresh thanks to the closable lid on the container. The device is easy to clean and will be available from April 2010 for 24.95 € (RRP), including a recipe booklet.



Garlic King



Functionality and design are brought together into one true unit in this innovation. The elegantly designed Garlic King made of stainless steel and plastic allows for the quick and precise chopping of garlic without effort and with a special hole pattern arrangement. Washing up is

very easy, and the kitchen device can also be cleaned in the dishwasher. The Garlic King will be available from June 2010 for 14.95 € (RRP).

Herb Cutter

Herbs give our dishes the finishing touch. And, here, too: Fresh ingredients offer the best taste. Leifheit now offers the ideal processing aid. Thanks to its extremely sharp and separately arranged blades, the herbs are cut and not torn. A special energy-efficient power handle makes it all possible. Sausage and cheese are also very easy to slice. Thanks to its compact design, the dishwasher-safe Herb Cutter (RRP of 12.95 €) can be stored away in the drawer without any problems. Available from May 2010.

3in1 Cutting Board

Three cutting boards in one: The new Leifheit product in an exclusive design makes it possible. The cutting board's three components fit into one another perfectly, making it



suitable for three different types of food. Consequently, they take up very little room when being stored. The large board, on one side, is a spacious cutting board and a carving board with juice rim on the other side. Thanks to the board's slightly sloping surface, juices are guaranteed to flow into the rim. The wooden board for

cutting and serving bread and the small cutting board are equipped with a practical handle. The 3in1 Cutting Board, available from July 2010 for 29.95 € (RRP), is also ideally suitable for serving thanks to its attractive appearance.

VarioBoard Cutting Board

Leifheit is presenting a true all-rounder in the form of its dishwasher-safe VarioBoard. The cutting board with an ergonomic height for comfortable work is equipped for all situations. Four removable cutting leaves ensure that. They come in different colours for bread, fish, meat and vegetables. The flexible leaves, with which the cut items can be transported directly to the pot, are easy to install and swap out. A juice rim



on the main board guarantees additional cleanliness. The cut items can be moved directly from the cutting board to the plate without dropping a thing. The product will be available from July 2010 for 24.95 € (RRP).

AromaFresh Storage Container

To keep all types of dry goods fresh, Leifheit has developed the AromaFresh containers. They are absolutely airtight and waterproof. The highlight: A special one-hand opening



mechanism guarantees easy handling without any effort. Dry goods, in particular, can be stored for a very long time with the AromaFresh. There are even special containers for coffee and spaghetti. The containers can be stacked, which means they won't take up too much space in the pantry. AromaFresh is available in seven different sizes at prices ranging between 6.95 € and 14.95 € (RRP).

Company contact:

Leifheit AG

Leifheitstraße, 56377 Nassau

Phone: 02604 / 977 437, e-mail: pr@leifheit.com**Agency contact:**

P.U.N.K.T. PR GmbH

Siegmond Kolthoff, Rainer Diederichs

Theodorstraße 41a, 22761 Hamburg

Phone: 040 / 85 37 60 0, e-mail: info@punkt-pr.de