



COOK • BAKE • HOST

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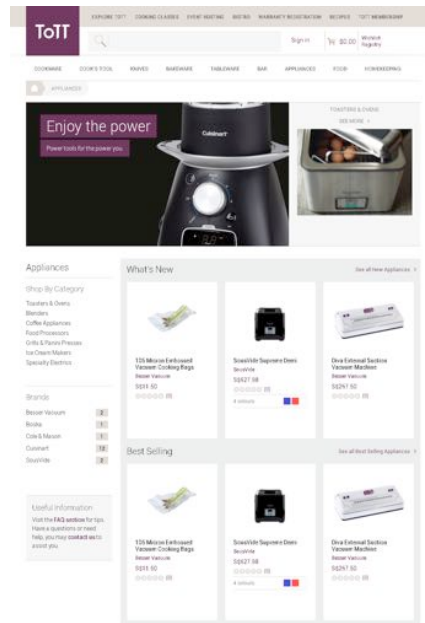
7 Reasons to Shop at Tools of the Trade this Christmas

From exclusive discounts to limited edition gift ideas to ring in the festive cheer!

November 2013 – From now till 25 December 2013, Tools of the Trade (ToTT) is offering discounts of up to 50% on selected products, 1-for-1 on Christmas-themed cooking classes and novel gift ideas at its annual Christmas sale, giving shoppers at least 7 great reasons to shop at the largest kitchen wonderland in Asia.

Reason Number 1: Shop with Ease at www.ToTTStore.com

In celebration of its 3rd Anniversary, ToTT recently launched a new e-commerce site - www.ToTTStore.com - making shopping a breeze this Christmas, with over 1,500 products available online. Create a “Wish List” or select from an exclusive range of products such as Safico and Giesser, plus enjoy ‘free home delivery’ with purchases of over \$200.



Reason Number 2: One-stop Shop, with Jasons the Gourmet Grocer

Those who prefer to stop by ToTT will not be disappointed with “what’s in store”. The recently refreshed store now features Jasons the Gourmet Grocer, which spans over 3,000 square feet of fresh, premium produce, making ToTT the complete one-stop shop for party planners this Christmas.

The logo for ToTT, featuring the letters 'ToTT' in a white, sans-serif font centered within a solid purple square.

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Reason Number 3: “Best Brunch Ever – Delicious Morning Recipes to Savour”

A top gift recommendation this season is ToTT’s latest cookbook “Best Brunch Ever – Delicious Morning Recipes to Savour”. Featuring 24 recipes contributed by eight popular chefs in Singapore, the cookbook showcases delicious brunch recipes from across different cuisines – American, Australian, Japanese, Vietnamese, Spanish, Italian, French and last but not least, Singaporean. The cookbook retails at \$12.90 nett and is available at ToTT and major book stores.

Number 4: Up to 50% Discount on Selected Merchandise

Best picks include the **Nordic Ware Aluminium Holiday Cooking Stamps Set** (UP \$55.20, Now \$44.20) for adorable designs on festive pastries and cookies, and the silicone **Pavoni Choco-Ice Mould for Christmas** (UP \$13.40, Now \$10.80), designed to withstand temperatures ranging from -40°C to 230°C.



For a tropical Christmas, whip up margaritas and other frozen delights with the high-performance **Waring Margarita Madness Bar Blender** (UP \$605.70, Now \$370), an easy-to-clean stainless-steel appliance which comes with a free additional 1.5L plastic blender container.

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Reason Number 5: Exclusive Christmas Bundles

The nifty **Roasting Bundle** (UP \$39.30, Now \$30.90) packs everything needed for a succulent roast –Roasting Dish with Integrated Handles, the Zyliss Baster with Syringe & Cleaning Brush, and a cooking string roll with a convenient cutter.



Shave off precious time and dish out greens with the **Salad Bundle** (UP \$52.20, Now \$41.90), made up of a Zyliss Salad Spinner and Tablecraft Salad Tong.

The **Knife Bundle** (UP \$65.00, Now \$51.90) is a worthy investment with the Giesser Chef's Knife and accompanying Chef's Choice Pronto Manual Diamond Hone Sharpener, which will keep knives in razor sharp condition



The **Baking Bundle** (UP \$58.90, Now \$46.90), comprises of a **Nordic Ware 3-tiered Dessert Pedestal**, and six colorful round **Pavoni Assorted Muffin Moulds** made from platinum silicone bakeware, making demoulding a breeze without any greasing required.

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Last but not least, the **Sous Vide Supreme Demi Bundle** (UP \$740.50, Now \$460.90), which includes the compact **Sousvide Supreme Demi** and a collection of three cookbooks – the **Sous Vide Meat Cookbook**, **Sous Vide One Pots Cookbook**, and **Sous Vide Cocktails Cookbook** is the perfect gift for any cooking enthusiast.

Reason Number 6: Christmas Cooking at ToTT

Only available for ToTT members, enjoy 1-for-1 deals on selected Christmas-themed cooking classes (UP \$118).

- **Chef Julie Yee's Xmas Log Cake Class** (27 November, 10am to 1pm) covers the Xmas Raspberry Ivory Chocolate Logcake, plus charming decorative toadstools!
- **Chef Lin Weixian's Xmas Macarons Class** (13 December, 10am to 1pm) covers how to bake macaron shells and making delicious **Gingerbread Milk Ganache** and **Chestnut Rum** fillings!

Reason Number 7: Festive Indulgences at ToTT Bistro

Available on the menu from now till 25 December 2013 at ToTT Bistro, diners can savour festive creations such as the tender **X'mas Roast Turkey Breast with White Wine & Cranberry Sauce** (\$19.90) and **X'mas Cajun Sirloin Steak with Red Wine & Cranberry Sauce** (\$24.90).

- End -



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ToTT Store is located at:

896 Dunearn Road, #01-01A, Sime Darby Centre, Singapore 589472

T: (65) 6219 7077 W: www.ToTTstore.com

FB: www.facebook.com/ToTTStore

Store Operating Hours:

Mon - Thu: 11.00am - 8.00pm ; Fri: 11.00am- 9.00pm ; Sat, Sun & PH: 10.00am – 9.00pm

Bistro Operating Hours:

Mon - Thu: 10.30am – 7.30pm ; Fri: 10.30 – 8.30pm ; Sat, Sun & PH: 9.30am – 8.30 pm

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About Tools of The Trade (ToTT)

A National Winner at the 2012/2013 Global Innovation Award (gia) in Chicago, ToTT Store is the largest kitchenware and tableware retail store in Asia. Aspiring to be a one-stop culinary haven for anyone who cooks, bakes or hosts, ToTT Store at 36,000 square feet comprises of a bistro, a cookbook section, a children's corner, a DIY baking and pizza making counter and a retail section that carries exclusive cooking, baking and hosting-related merchandise such as the Jamie Oliver range, Epicurean, Sous Vide Supreme and NordicWare. Recently, ToTT also celebrated the opening of Jasons the Gourmet Grocer, which spans 3,000 square feet of gourmet produce, making ToTT a truly one stop shop for culinary aficionados.

ToTT Store also offers culinary, baking and hosting classes at their two on-premise cooking studios – one a 64- seater demo studio and the other a 12 counter hands-on studio - can be used to conduct private classes as well as for corporate and team-building activities.