



COOK • BAKE • HOST

FOR IMMEDIATE RELEASE

ToTT Store Celebrates Its 7th Anniversary with a stellar line-up of Exciting Activities all month long, Five Sundays of Giving Back to Charity, Must-buy \$7 Deals and more!

Singapore's one-stop culinary wonderland turns 7 and gives back this October, inspiring all to Cook, Bake and Host!

Singapore, September 2017 – Tools of the Trade (ToTT) celebrates its 7th birthday this October with the return of its ever-popular Charity Bake-off, exclusive Cooking Classes, and promotions of up to 80% discount storewide!

Storewide Discounts and Promotions

From 28 September to 29 October 2017, be treated to \$7 Deals, 10% storewide discounts, Star Buys and up to 80% discounts on products including Legle, Nordic Ware, Jamie Oliver and more!



Star Buy: Nordic Ware Anniversary 12-cup Bundt Pan (Now \$45.45; U.P \$90.90) features a handsome shape for all seasons. Its heat-responsive heavy cast aluminium ensures uniform baking and browning to enhance its beautiful designs, while its gorgeous handles makes lifting and unmoulding a breeze. It's a staple for every kitchen!



Star Buy: Cuisinart Mix-it-in Soft Serve Ice Cream Maker (Now \$170; U.P \$458) gives you the option to have professional-quality soft ice cream, yogurt, sorbet and sherbet right at home! Not only does it make everyone's favourites, but with three built-in condiment dispensers, it makes them extra delicious with your favourite toppings. Just a pull of a tab sends sprinkles, chocolate chops and other mix-ins down the chute to mix right into your frozen desserts as your cones or

bowls are filled. Operation is fully automatic – simply pour in the ingredients and turn the dial!



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\$7 Deal: The **Jamie Oliver Tin Container (Now \$7, U.P \$43.90)** features a stylish vintage design (24cm in height), and will fit well in any kitchen! The canister has a silicone seal to keep contents air-tight for fresh storage. Use the canister to store your favourite snacks, cereals or even kitchen utensils!



Closed Door Sale Highlights

For the first time ever, the Anniversary Sale will host an exclusive Closed Door Sale for ToTT members only on 28 & 29 September. This two-night-only event will only happen after regular business hours, from 6pm – 9pm at our flagship store, ToTT @ Dunearn.

Highlights include a LIVE auction on selected products, hourly specials and doubled chances of winning the annual Grand Lucky Draw – stand to win the Grand Prize from Weber Grill valued at \$2,000! Snacks, titbits and drinks will also be provided at this much-anticipated event.

On top of regular member’s rebates, ToTT members will enjoy an additional 5% worth of rebates on promotional items, and 10% discount storewide on all regular-priced items. DBS/POSB cardholders can also expect to enjoy a further 5% off their purchases.

ToTT x Food from the Heart: Baking with Love



In line with our mission to inspire everyone to cook, bake and host, ToTT brings back its ever-popular charity baking classes this October! After its first successful collaboration with Food from the Heart, we are pleased to announce an even better line-up of charity bake-off this year. At the heart of these classes lie a simple objective: to reach out to the less-fortunate and brighten their day by alleviating their hunger. Half of the treats baked by participants will be donated to Food from the Heart, a non-profit voluntary food distribution programme that channels surplus food to those in need. For a token registration fee of \$38, each participant will receive a cookbook, and learn how to make delicious treats such as earl grey cupcakes, wholemeal buns and cookies from



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scratch taught by ToTT Chef Instructors. Interested participants can sign up at:
https://tottstore.com/classes/?fwp_class_courses=food-from-the-heart-classes

ToTT x Children's Cancer Foundation

'Family Cook-Out with ToTT and Children's Cancer Foundation' Hands-On Cooking Class

In collaboration with Children's Cancer Foundation, ToTT is honoured to invite families of CCF to cook a scrumptious meal with ToTT Chef Instructor Michele Ow! Families will learn how to prepare a healthy meal of Homemade Chicken Mushroom Pizza, and a DIY Frozen Yogurt topped with Crunchy Granola. Catch the class in action on 1st October at ToTT @ Dunearn.



'Parent-Child Cook-Out with ToTT and Children's Cancer Foundation' Hands-On Cooking Class

A more intimate session, the Parent-Child Cook-Out's objective is to encourage the love of healthy cooking and bonding between parents and their children over a 2 hour hands-on class. Participants will be treated to a nutritious spread of Wholemeal Chicken Bolognese and Creamy Coconut Ice Cream with Baked Apple, which will be easy to replicate at home with little effort!

ToTT 7th Anniversary Carnival

What's a birthday celebration without a fun carnival? Expect to see the return of the annual ToTT carnival on 28 October! Featuring a range of five fun games at the flagship store, ToTT @ Dunearn, tickets will be priced at \$7 for 3 coupons. Shoppers who spend a minimum of \$80 in a single receipt will be given 3 free coupons to try their hands at the games as well. The child-friendly games are bound to entertain the whole family – players will also stand to win attractive prizes at each game station!



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Anniversary Cooking Demonstration Classes at ToTT @ Dunearn



As with tradition, Anniversary exclusive cooking demonstration classes are also available for booking from September. All classes are priced at an exclusive \$38. Participants will also receive a complimentary cookbook valued at \$12.85 and a \$20 ToTT Store Cash Voucher.

All demonstration classes include recipe print-outs and tasting portions.

Additional note to the Editor:

Membership is complimentary at ToTT. The ToTT membership programme fits different culinary lifestyles! For full list of membership tiers and benefits, visit <http://www.ToTTstore.com/members>.

For more information, please contact:

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About Tools of The Trade (ToTT)

ToTT Store is the largest kitchenware and tableware retail store in Asia. A one-stop culinary haven for anyone who cooks, bakes or hosts, the 36,000sqft ToTT @ Dunearn flagship comprises of a Bistro, a children’s play area, state-of-the-art demo and hands-on cooking studios, and a retail sector that carries exclusive cooking, baking and hosting-related merchandise.

Centrally located at Suntec, ToTT Store’s 4,800sqft second store, houses a kitchenware retail space with a curated selection of quality brands such as Jamie Oliver, Cuisinart and Magisso. Like the flagship, ToTT @ Suntec also offers cooking and baking classes at its open concept cooking studio which has hosted many birthday parties and culinary teambuilding events.



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Providing a seamless shopping experience, shoppers can visit its online store at www.ToTTStore.com with over 2,000 products catalogued, exclusive deals and delivery for ease of shopping.

| | ToTT @ Dunearn | ToTT @ Suntec |
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| Address | 896 Dunearn Road, #01-01A, Sime Darby Centre, Singapore 589472 T: (65) 6219 7077 | Suntec City, 3 Temasek Boulevard, #02-427 Singapore 038983 T: (65) 6238 1578 |
| Store Operating Hours: | Mon - Thu: 11.00am - 8.00pm ; Fri: 11.00am - 9.00pm ; Sat, Sun & PH: 10:00am - 9:00pm | 11:00am – 9:30am daily |
| 5 Senses Bistro Operating Hours: | Mon - Thu: 11.00am - 7.30pm Fri : 11.00am – 8.30pm Sat, Sun & PH: 10.00am – 8.30pm | NA |

Website: www.ToTTstore.com

FB: www.facebook.com/ToTTStore