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Tools of The Trade Launches New Cookbook and E-commerce Site

Celebrating ToTT's 3rd anniversary with an easy-to-follow cookbook of best brunch recipes and a new online shopping portal

Singapore, November 2013 - To commemorate Tools of The Trade's (ToTT) 3rd anniversary in October 2013, a "Best Brunch Ever - Delicious Morning Recipes to Savour" cookbook and an inaugural online shopping portal will both be officially launched on the first week of November 2013.

Make the "Best Brunch Ever" at Home

Brunch has been a strong trend in the last few years and almost any restaurant or café worth its salt has such a menu. Sub-trending this beloved meal, ToTT has yet again devised a brilliant tool for foodies - "Best Brunch Ever - Delicious Morning Recipes to Savour" is an inspiring and visually captivating cookbook featuring 24 easy-to-prepare recipes, by 8 well-known chefs in Singapore. The cookbook showcases brunch ideas from across different cuisine types - American, Australian, Japanese, Vietnamese, Singaporean, Spanish, Italian and French. Along with each recipe, the chefs also share handy cooking tips and recommended tools for ease of preparation.

Contributing chefs include:

- Dan Segall, group executive chef of hospitality group, The Big Idea (Fat Cow, Kinki, The Pelican and Bedrock Bar & Grill to name a few.)
- Dallas Cuddy, head chef of The Prime Society
- Nicolas Joanny, chef-owner of Nicolas Le Restaurant
- Antonio Facchinetti, chef de cuisine of Prego Restaurant at Fairmont Singapore
- Kenjiro 'Hatch' Hashida, master chef of Hashida Sushi at the Mandarin Gallery
- Eric Low, chef-owner of Lush Epicurean Culinary Consultancy
- Maria Sevillano, co-owner and head chef of My Little Spanish Place
- Chi Quang Trinh, sous chef of Addictions Café and Remedy Bar



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Highlights from the cookbook include ‘The Great Singapore Breakfast’ by Chef Eric Low. A power-packed brunch veiled in nostalgia, Chef Low’s recipe is decked in an array of local staples: homemade kaya, old school rojak, sous vide soft boiled eggs, and poached chicken roulade with Hainanese chicken rice. The essential ToTT tool for this recipe: Sous Vide Supreme for perfect soft set whites and runny yolks every time!

For a touch of Spanish, Chef Maria Sevillano of My Little Spanish Place introduces a Latin American brunch consisting of *piporada* (basque-style eggs) and *tortilla de patata y calabacin* (Spanish potato with zucchini omelette with aioli). The essential ToTT tool for this recipe: Zyliss Y-Peeler which features a two-sided extra hardened stainless steel swivel blade perfect for peeling and shredding all types of produce.

Meanwhile, Chef Kenjiro ‘Hatch’ Hashida paves the way for a Japanese brunch with the *anko maki* (sweet red bean crepes) and the *matcha latte*. The essential ToTT tool for the latter: a cocktail shaker and Bodum glasses. The latte is best shaken over ice and served in a Bodum glass which keeps it chilled longer without a dripping mess.

“Best Brunch Ever - Delicious Morning Recipes to Savour” is available from the first week of November 2013 at ToTT and affordably priced at \$12.90 (nett).

E-shop with Ease

To cater for a growing portfolio of products and a need for convenience for busy shoppers today, ToTT introduces ToTTStore.com, offering a brand new online shopping experience for fans of the kitchen wonderland!

Highlights on the inaugural e-commerce site include:

- More than 1,000 products catalogued for a complete online store experience
- Exclusive deals and range of products from international brands such as Safico, Giesser and more
- Clear product categorization and navigation for ease of shopping
- Free delivery with over \$200 worth of purchases

For more information on ToTT’s e-commerce site, go to www.ToTTStore.com.



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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 - Fri: 11.00am - 9.00pm ; Sat, Sun & PH: 10:00am - 9:00pm

Bistro Operating Hours:

Mon - Fri: 10.30am - 9.00pm ; Sat, Sun & PH: 9:30am - 9:00pm

Jasons The Gourmet Grocer Opening Hours:

Sun - Thu: 8.00am - 8:00pm ; Fri & Sat: 8:00am - 9:00pm

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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 gourmet produce section, a cookbook area, a children's corner, a DIY baking 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.

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.