



COOK • BAKE • HOST

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TOTT Store- Singapore's very own Kitchen Wonderland

Singapore — Aspiring chefs can now look to having a great time at the TOTT store, Singapore's very own kitchen wonderland when it officially opens on 23rd October 2010. Spanning across 36,000 square feet, TOTT which stands for Tools of the Trade, features a large range of culinary-related products and services, many of which are exclusive to the store. The largest centre of its kind in Asia, TOTT serves as a one stop culinary haven for anyone in a bid to become the perfect dinner host or wish to take their culinary skills to the next level.

TOTT, located on the premises of the existing Sime Darby Centre at Dunearn Road, is the toy store every culinary master wishes to get lost in. This kitchen wonderland is home to a bistro, a cookbook corner, a children's play area, a Bake & Go counter and a retail sector that carries exclusive cooking, baking and hosting-related merchandises. From chocolate appreciation lessons to sous vide cooking sessions, a dazzling array of food related activities and exciting classes also awaits guests at the two cooking studios onsite.

TOTT has its roots from Sia Huat, South-East Asia's leading distributor of quality industry tableware, kitchenware and foodware supplies. Mr. C.B. Tan, Managing Director of Sia Huat, was introduced to such a concept during his visits to similar stores overseas. Seeing how such stores are lifestyle destinations in their respective cities, he believed that a comparable concept would take off here. With TOTT, the team will be able to bring in a greater variety of innovative quality products at good prices to meet the increasing interest in cooking, baking and hosting.

From the eye catching Jamie Oliver products to the luxurious Epicurean culinary range, TOTT will certainly have you wanting to buy out the whole store. Instant hot favourites include Jamie Oliver Tilt & Mix bowls, which are designed to make mixing ingredients and cleaning up after a whole lot easier. Another potential product up for contention is the brand new Jamie Oliver All Purpose 3-in-1 Peeler with 3 interchangeable blades so you only need one peeler in your kitchen drawer.

For those who are not convinced, TOTT invites you to try its products first prior to making your purchase. As of opening, TOTT's culinary classes will officially commence. The culinary classes such as Beauty Aids from Food, Hosting for Beginners, Nonya Cooking and How to Decorate a Cake, make use of selected products exclusive to the shop floor while placing visitors under the keen guiding hand of TOTT's instructors so that guests can experience the products first hand while at the same time, perfecting their skills.

The culinary classes will either take place in TOTT's state-of-the-art 12 counter hands-on cooking studio, or in its 64-seater demo studio. Celebrity Chefs like Chef Sam Leong look forward to working their magic with TOTT's Gaggenau and Bosch appliances as they will be conducting special classes on a variety of culinary subjects. These cooking studios can be reconfigured to create a private space, which can then be used to conduct private cooking/baking classes as well as corporate and teambuilding activities.

Children, the young at heart and those who have a penchant for baking but with no oven at home will definitely take an instant appreciation to the Bake & Go corner at TOTT. Buy a tin of dough with customizable toppings, mix 'em together, bake, and go in just thirty minutes! Visitors can get their fair share of hands-on action as there are mixing counters and cookie cutting stations alongside ovens and a cooler fridge onsite. With knowledgeable TOTT staff around to supervise the baking process, you can leave your children to enjoy themselves there while you indulge in some adult-time and take a relaxing stroll around the store.



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TOTT is definitely set to be an eye-opener to the Singapore market. The store's myriad of activities will also soon find themselves integrated as part of a family's weekend routine. From the casual bakers to the occasional chefs, and even the enthusiastic Martha Stewarts; at TOTT, you will always find something for everyone.

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About TOTT Store

TOTT Store is the largest kitchenware and tableware retail store in Asia. Aspiring to be one-stop culinary haven for anyone who cooks, bakes or host, TOTT stands at 36,000 square feet and comprises of a bistro, a cookbook corner, a children's play area, a Bake & Go counter and a retail sector that carries exclusive cooking, baking and hosting-related merchandises such as the Jamie Oliver range, Epicurean, SousVideSupreme and NordicWare.

TOTT also offers culinary, baking and hosting classes and their two on-premise cooking studio – one a 12 counter hands-on studio and the other a 64-seater demo studio - can be used to conduct private classes as well as for corporate and teambuilding activities. TOTT is located at:

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