



COOK • BAKE • HOST

## FOR IMMEDIATE RELEASE

### **ToTT furnishes all the tools necessary for a gastronomic experience**

(Singapore, 14 December 2010) - Singaporeans and local residents no longer need to travel 10,000 feet across continents to hunt for the season's most stylish cooking tools, gadgets and tableware to make a winning statement at their dinner parties. Singapore's kitchen wonderland ToTT, situated within a 36,000 square feet space at Dunearn Road's Sime Darby Centre, delights retail customers with over 20,000 different kitchen products that have both been highly recommended and used by industry chefs in their own restaurants. From the fun-to-use NordicWare 3D cookie cutters to the practical Giesser knives exclusive to the store, ToTT certainly has a way of tempting its customers to buy out the whole store.

ToTT has three main focuses within their kitchen wonderland, namely the Cook, Bake and Host segments, each with their very own signature products that persuade customers to fall in love with the concepts of cooking, baking, and home entertaining. As customers approach the Cook section of the store, they will be greeted by aisles of products and appliances that are geared towards bringing customers to the next level of professional food preparation. Allow the ergonomic handle and blade precision of the Giesser carving knife paired with the intelligent ridge design of the Epicurean cutting board to make a noteworthy impression on you. In addition, customers can pick up useful kitchen skills presented on tip boards around the store.

Every home needs a variety of pots and pans depending on the type of occasion. From the latest Zebra Estio series to the impressive de Buyer copper induction pans designed specifically for induction stoves, be dazzled by the wide array of such crockery available at the ToTT store.

For homeowners on the lookout for kitchen gadgets that allows them to spend time with the children; the Venetto Pro ice cream maker, a self-contained, fully automatic counter-top appliance is the ultimate kitchen equipment to have. Families will be able to enjoy quality play time with their kids and at the same time be able to enjoy two liters of freshly churned and frozen ice cream in less than an hour!

The Bake section is home to baking essentials that serve as lifesaving aids for those who enjoy the art of creating pastries and cakes such as crème brûlees, innovative bundt cake and muffins. Taking centrestage at this section, the entire range of Nordicware baking equipments will be sure to send imaginations running wild with possibilities. Look out for the Nordicware 3-D cookie cutters as they provide a whole new twist to the traditional bedtime cookies and milk combination. The cookies can be cut and fitted together to create that three dimensional effect. Available in various designs, these cookie cutters are definitely a fun and affordable way to bring on the holiday cheer!

Presentation is vital, especially in showcasing your amazing appetizers, magnificent main courses or delicious desserts in a dinner hosting. With exquisite chinaware from the Legle Limoges porcelain collection and Royal Bone China, ToTT brings on an element of class and luxury to the dinner table. After all, many people are in the know that our local celebrity chef



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Justin Quek uses Legle tableware in his restaurant, The Sky on 57. Adding on to the sophistication of the dinner session, ToTT recommends the gold and titanium plated Safico cutlery set as the perfect cutlery accompaniment to a fine china dining set.

Anticipating the needs of its customers, ToTT Cooking Studio provides customers the opportunity to sample these kitchen products through classes conducted by well-known chefs before making their investments on the products. In addition to the latest Jamie Oliver range, Giesser knives and de Buyer cookware, ToTT's cooking studios are also equipped with the latest Bosch and Gaggenau home appliances. Commenting on the excellent concept and service provision of ToTT, a proud sponsor and supporter of the ToTT Cooking School, Mr. Sven Szesny, Marketing Director for Bosch Singapore adds, "We are proud to have the opportunity to showcase both Gaggenau and Bosch appliances at ToTT and we are glad that we can now have a convenient location to allow interested customers to experience the wonders of our products first. ToTT is indeed a kitchen wonderland that furnishes all the tools necessary for a gastronomic experience!"

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Giesser knives



Epicurean Chopping Board



Venetto Pro



De buyer copper induction



Nordicware 3-D cookie cutter



Legle porcelain



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### **About ToTT Store**

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 stands at 36,000 square feet and comprises of a bistro, a gourmet produce section, a cookbook area, a children's corner, a DIY baking counter and a retail sector that carries exclusive cooking, baking and hosting-related merchandises such as the Jamie Oliver range, Epicurean, SousVide Supreme and NordicWare.

ToTT also offers culinary, baking and hosting classes at their two on-premise cooking studio with appliances from Gaggenau and Bosch – 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 teambuilding activities. ToTT is located at:

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