



COOK • BAKE • HOST

**Tools of The Trade Celebrates Its 4<sup>th</sup> Anniversary with a New Cookbook,  
Exciting Promotions and the Return of the ToTT Taste Challenge!**

*Singapore's kitchen wonderland celebrates its 4<sup>th</sup> birthday with an array of fun  
activities inspiring more reasons to cook, bake and host*

Singapore, September 2014 – Tools of the Trade (ToTT) celebrates its 4th birthday this October with the return of the “ToTT Taste Challenge”, a new cookbook titled “365 Days of Fun”, a fun in-store activity “So You ToTT You Can Guess?” and up to 50% discounts storewide!

**Launch of the “365 Days of Fun” Cookbook**

Celebrate great occasions with recipes designed by Singapore's favourite chefs! “365 Days of Fun” features 16 fun-filled dishes created for themed parties such as “Movie Nights”, “Ice Cream Social”, “Outdoor Pet Picnic” and more. A cookbook for foodies, this must-have guide is filled with pages of mouth-watering images and recommended kitchen tools to ease preparation.

In conjunction with the launch of “365 Days of Fun”, demonstration classes on 16 and 24 October 2014 for the featured recipes are also available for booking. Tickets are priced at \$58 each and half of the proceeds will go to a children's charity. For class schedules and ticket bookings, go to [www.ToTTStore.com](http://www.ToTTStore.com).

The contributing chefs for “365 Days of Fun” include Audra Morrice, Finalist for Masterchef Australia 2012, Andrew Walsh from Esquina, Benjamin Siwek from db Bistro Moderne, Bernice Ong from Salted Caramel and Felix Chong from Truffle Gourmet amongst others.

“365 Days of Fun” is available exclusively at ToTT and priced at \$12.90 each.



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**“So You ToTT You Can Guess?”**

Adding to the festivities in-store, “So You ToTT You Can Guess?” is a fun trio of challenges which await shoppers every Saturday and Sunday in October.

Spend a minimum of \$40 in a single receipt to receive a contest cum lucky draw coupon. Guess your way through three designated “Guess Stations” correctly within the store and qualify for an instant dip prize. For example, one of the stations requires the participant to name a kitchen product by feeling it through a box. Customers also stand a chance to win up to \$3000 worth of prizes in the Grand Lucky Draw!

**Exciting New Kitchen Tools and Products**



Available exclusively at ToTT, **Garnier-Thiebaut** table linens are made from premium mercerised cotton treated with a special stain-resistant coating to render it immune to coffee, wine and oils stains! Imported from France, Garnier-Thiebaut linen comes in over 10 designs and is customisable in size. Priced from \$44.90.

Make any home party an elegant affair with exquisite Italian glassware from **Industria Vetraria Valdarnese (IVV)**. Handcrafted using strict process controls and traditional artisan techniques since 1952, every piece of premium glassware created is ensured to be a high quality masterpiece. Pick up pieces such as the Rugiada



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Footed Cakestand (Priced from \$75.90, various sizes available) and Diamante Cheese Plate (Priced from \$34.90, various sizes available), to add a touch of class to any table setting.



**Magisso** Naturally Cooling Ceramics were awarded “Best Collection Design” at prestigious GIA (Global Innovation Award) of 2014. The Finnish brand offers the world's first self-cooling ceramics for food. Soak the serving ware in water for a minute or two prior to use, and they keep salads and desserts fresh on the table throughout the meal! Priced from \$17.90.

**Luminara** candles feature a patented, flame-effect technology – a flickering flame in constant motion – that makes the candle appear alive. Battery operated with built-in timers, Luminara candles provide the ambiance of a lit candle without any mess and are children and pet safe. Indoor Luminara candles are constructed of real wax, while the outdoor candles utilize a weather-resistant plastic shell, complete with drain holes for moisture. A variety of colours, sizes and scents are available at ToTT. Priced from \$86.90.



### **Storewide Discounts and Cooking Demonstration Classes**

From 1 to 31 October 2014, enjoy “We are Four” \$4 deals and up to 50% discounts on products from Nordicware, Microplane and more!

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**Nordicware Burger Bites Grill Pan and Press (Now \$39.45; U.P. \$78.90)** is made of cast aluminium and is non-stick coated, with seven burger cavities and raised searing grids. A simple hand press forms

the burgers right in the pan for fast, fun and fabulous results.

Featuring two durable ultra-sharp stainless steel blades, the **Microplane Twist 'n' Grate Dual Side Grater (Now \$19.25; U.P. \$38.50)** effortlessly grates cheeses, chocolates, fruits and vegetables without shredding or tearing. The sleek and space-saving design makes it a winner in every kitchen.



Besides great discounts, special 1-hour cooking demonstration classes are available for booking from 5 October to 31 October. All classes are priced at an exclusive \$28, and include a \$20 ToTT voucher!

All discounts and promotions are available to ToTT members from 1 to 3 October, and to the public from 4 to 31 October. For more information on the sale and cooking demonstration classes, go to [www.ToTTStore.com](http://www.ToTTStore.com).

### **The ToTT Taste Challenge Returns**

Following last year's success, the ToTT Taste Challenge, Singapore's largest blind-tasting competition, is back with more great prizes to be won!

Participants are invited to put their palates to the test and identify ingredients while blindfolded. The first 20 ingredients are selected from Jasons the Gourmet Grocer, while the final 5 items will feature a twist for greater challenge! At the



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end of the competition, one participant with the most number of correct guesses wins \$1,500 worth of prizes, compliments of ToTT. The second and third runner-ups will be awarded \$750 and \$250 worth of prizes each.

The “ToTT Taste Challenge” takes place on Saturday, 4 October 2014 at 11am at ToTT. Registration is now open at [www.ToTTStore.com](http://www.ToTTStore.com) and limited to the first 50 participants. Registration costs \$10 and includes a goodie bag worth \$20.

**- End -**

**For more information, please contact:**

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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. ToTT's online store, [www.ToTTStore.com](http://www.ToTTStore.com) provides a complete online store experience for fans of the kitchen wonderland with over 1,500 products catalogued, exclusive deals and delivery for ease of shopping.

**ToTT Store is located at:**

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

T: (65) 6219 7077 W: [www.ToTTstore.com](http://www.ToTTstore.com) FB: [www.facebook.com/ToTTStore](http://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: 10.30am – 8.30pm ;

Sat, Sun & PH: 9:30am - 8.30pm