



COOK • BAKE • HOST

## **Tools of The Trade Launches New Store at Suntec City**

*Cook, Bake and Host at ToTT's second store*

Singapore, 9 June 2015 —The largest kitchenware and tableware retail store in Asia, Tools of the Trade (ToTT) has launched its new store at Suntec City. Located along the pedestrian link bridge between Suntec City and Nicoll Highway, ToTT @ Suntec spans 4,800sqft of culinary retail space that includes an intimate hands-on cooking studio and two e-commerce stations designed to enhance a customer's shopping experience.

'We have been planning for a second store for almost a year and it seems rather apt to open ToTT @ Suntec this year to mark ToTT's fifth anniversary. We have chosen a central location and hope to cater to the shopping needs of office workers from nearby offices, shoppers, diners and visitors of the newly revamped Suntec City,' says Grace Tan, Director of ToTT store.

### **Facilities at ToTT @ Suntec**

In keeping with ToTT's philosophy, ToTT @ Suntec offers a retail experience dedicated to encouraging its customers to Cook, Bake and Host. The new space reveals a more intimate 900 sqft hands-on cooking studio that can hold between 6 to 12 people. Cooking class participants benefit from the close proximity between their work stations and their culinary instructor's Chef's Table. The Chef's Table also doubles up as the perfect area for dining after cooking classes and as a space for the coffee and tea appreciation classes available at ToTT's new store. Taking advantage of its central location, ToTT @ Suntec will also offer corporate activities, such as team building culinary workshops. Customers keen to partake in both adult and kid's cooking and baking classes can already log onto



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<http://content.tottstore.com/classes/filter/159> for ToTT @ Suntec's cooking class schedule.

### **Products at ToTT @ Suntec**

ToTT @ Suntec provides a curated selection of culinary retail products. The smaller space allows for easier navigation and additional care has been made to ensure that the product selection has maximum appeal for target customers. ToTT @ Suntec continues to offer its customers access to quality brands, such as Cuisinart Kitchen Appliances and their state-of-the-art Frozen Yogurt, Ice-Cream and Sorbet Makers. Specialized dessert and pastry moulds from Italian brand Martellato are also available. For those looking to enhance their home entertaining experience, Flameless Pillar Candles from Luminara, an exquisite range of Nachtmann glassware and Magisso's naturally cooling ceramics for drinks are currently on retail.

### **E-shop with Ease**

ToTT@Suntec also has two interactive screens in-store for customers to browse through ToTTStore.com and purchase products not available in-store. These e-commerce stations are also a handy resource for product information and can be used to purchase cooking classes online.

### **Opening Specials**

ToTT @ Suntec will be running the following opening specials:

- 9 June 2015: Free pair of ToTT @ Suntec cooking class vouchers worth \$156 for the first 20 customers with a minimum \$200 spending.
- 9 to 14 June 2015: Exclusive deals at ToTT @ Suntec
- 9 June 2015: Snap a photo of our Suntec store, tag and mention #ToTTatSuntec on Instagram and stand a chance to bake your own cookies for free! Limited sessions per day. (Check in-store for details)



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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.

ToTT Store 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 - that can also be used for corporate and team-building activities.

[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.



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**Tools of The Trade Retail Store @ Suntec City Mall**

<b>Location</b>	#02-427,428,435,437 Suntec City Mall, 3 Temasek Boulevard Singapore 038983
<b>Contact Tel:</b>	6238 1578
<b>About</b>	ToTT @ Suntec is a place for people to cook, bake and host. The 4,800 sq ft of space comes complete with a retail floor stocked with products that are specially curated from its flagship store at Dunearn Road. The store also features a hands-on cooking studio.
<b>Cooking School</b>	Hands-on cooking studio with 6 cooking stations. Sample Classes range from how to make pasta, French macarons and Asian cuisine. Kids classes are also available during school holidays
<b>Date of opening</b>	9 June 2015
<b>Retail Store Sq. Footage</b>	4,800 sq ft
<b>Signature Brands</b>	Cuisinart Jamie Oliver SousVide Supreme Epicurean Martellato Magisso Nordic Ware
<b>Opening Hours</b>	11:00am – 9:30pm daily
<b>Credit Cards</b>	All major credit cards