



COOK • BAKE • HOST

FOR IMMEDIATE RELEASE

**ToTT Store Celebrates 11 years of
Inspiring All to Cook, Bake and Host
with exciting activities, exclusive classes and more!**

Singapore, September 2021- Tools of the Trade (ToTT) Store is thrilled to kick-off her 11th Anniversary celebrations with storewide promotions, member exclusive deals and one-for-one culinary classes!

Storewide Discounts and Promotions



For the entire month of October, customers are treated to \$11 Deals, Star Buys, Weekend Flash Deals and up to 80% on selected products. The much-anticipated annual sale will feature deals from favourite brands like Jamie Oliver, Nordic Ware, Cuisinart and more! Shoppers can participate in our Anniversary Lucky Draw with a minimum purchase of \$50 in a single receipt and stand to win attractive prizes up to \$782.90. UOB cardholders will stand to enjoy storewide 10% off on all regular-priced \ (except for controlled-priced) items.

Member Exclusive Highlights

From 30th September to 3rd October, ToTT Members can enjoy additional 1.1% rebates, 11% off promotional priced items and weekend flash deals. Apart from these exclusive privileges, members are also invited to our Facebook Anniversary Live Sale on 20 October at 8pm along with a cooking demonstration by renowned French dairy producer, Elle & Vire. Members can stand to walk away with free goodie bags during this special event!

ToTT

COOK • BAKE • HOST



Star Buy: Cuisinart Stand Mixer (Member \$615.30 Promo \$626.30, U.P. \$782.90) delivers power, precision and performance! A must-have kitchen essential in any home that will be that handy kitchen assistant you always wanted. It features a 500-watt motor, die-cast metal construction, and 12 speeds that allow for nuance and excellence in performing a variety of preparation tasks. Available in various colours: ruby red, white linen, periwinkle blue and silver lining.



Star Buy: Nachtmann Aspen Lead Free Crystal Cold Drink 5 Piece Set Of Pitcher and Glasses (Member \$43.50 Promo: \$48.90, U.P. \$61.20), is ideal for mixed cocktails and non-alcoholic beverages. The versatile longdrink glasses shape maintains effervescence, and its generous size provides space for both liquid and ice. The timeless cut design emphasizes the brilliance of the crystal glass, complimenting any table setting, from elegant to casual.



\$11 Deal: Mastrad Slice 'N' Cut Scissors, Red (U.P. \$22.90), is a perfect kitchen tool to slice and chop your vegetables without taking out a cutting board and a knife. Thanks to the integrated cutting board you can easily cut all foods directly above your dish to save time. The 10.5cm wingspan is ideal for cutting large foods such as onions. The removable blade can also be used as a simple knife and is ideal for easy cleaning. The ergonomic handle ensures a good grip and the safety valve keeps the scissors closed to store the slice'n'cut safely.

COOK • BAKE • HOST



\$110 Deal: Jamie Oliver Bundle Set (U.P. \$177.40) is the baking essentials toolkit every baker needs. This 6-piece bakeware set comprises of a round springform cake tin, loaf tin, muffin tin, rolling pin, balloon whisk and sieve. Say goodbye to broken bakes as the non-stick coating resists scratches

and stains which allows baked items to be released from the tins easily, leaving them to cool. Make time spent in the kitchen easy, efficient and enjoyable.

Anniversary \$111 1-for-1 Hybrid Classes

Cooking and baking enthusiasts can bring along their friends and enjoy our 1-for-1 classes for just \$111 in October only. Prepare to roll up your sleeves and whip up a feast from Spanish Seafood Paella to Chinese Homemade Xiao Long Bao.

Love cheese? We are proud to partner with Ile de France to host this special cheese tasting class by Mr Thibault Phulpin, Cheese Expert & Country Manager of Savencia Fromage & Dairy. Learn all about how to identify the different types of cheese, the best way to taste them and what wine or food to pair them with. Participants will also get to learn how to build a show-stopping cheese and charcuterie board for their next home party!

Interested participants can sign up at <https://tottstore.com/classes/>

Additional note to the Editor:

Membership is complimentary at ToTT. The ToTT membership programme fits different culinary lifestyles! For a full list of membership tiers and benefits, visit <https://tottstore.com/membership/>



COOK • BAKE • HOST

For more information, please contact:

Melissa Louise Chew

Quak Ren Qi

Manager, Marketing

Assistant Manager, Marketing

Tel: 6215 9184

Tel: 6215 9185

pr@tottstore.com

About Tools of The Trade (ToTT)

ToTT Store is a one-stop culinary wonderland that inspires you to Cook, Bake and Host, with a curated selection of quality kitchen appliances, cookware, bakeware, tableware and home ware goods. Featuring the most complete range of international brands like Cuisinart and Nordic Ware to established home brands like Safico and Cerabon, ToTT provides a seamless online and offline shopping experience across two physical stores and all major online marketplaces.

Both ToTT @ Century Square and ToTT @ Suntec City feature state-of-the-art cooking studios that offer a comprehensive range of cooking and baking classes, private parties and team-building programs.

Visit www.tottstore.com to browse the latest promotions, engage in lifestyle content including recipe videos and sign up for culinary classes.

Website: www.shop.ToTTstore.com

Facebook: www.facebook.com/ToTTStore

Instagram: www.instagram.com/ToTTstore/