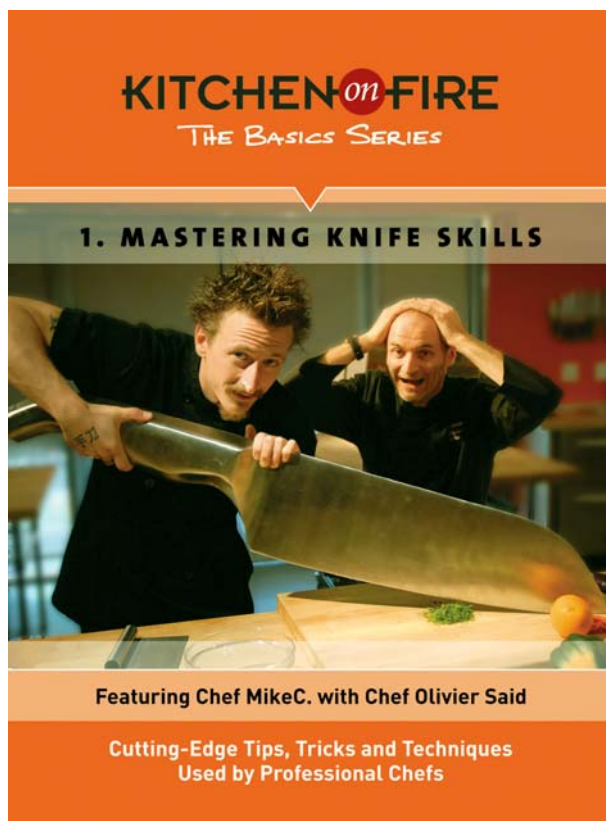


FOR IMMEDIATE RELEASE – November 18, 2008 – Berkeley, CA



Chop chop, stuff this DVD into a stocking before the bow comes off that new knife set!

It happens every year! Legions of tipsy home chefs unwrap their new sets of knives, head off to the kitchen and whack off a digit. (Okay, only a scratch.) Don't let this happen to your friends and family!

At only \$14.95, the **“Mastering Knife Skills: Cutting-edge Tips, Tricks & Techniques Used By Professional Chefs”** DVD will have everyone safely slicing, dicing and chopping like a professional in the time it takes to make dinner.

“Mastering Knife Skills” is hosted by knife skills expert Chef MikeC. with award-winning cookbook author Olivier Said – the founders of the acclaimed KITCHEN ON FIRE cooking school in Berkeley, located two doors away from Alice Waters’ famed Chez Panisse Restaurant.

Like their popular school, “Mastering Knife Skills” presents an otherwise cut-and-dry topic with a flair for fun: Take a big scoop of the absolute essentials that time-stressed cooks really want to know. Sprinkle in a dollop of zany humor to keep it light and lively. Then mix it up with a fast-paced buffet of special effects for those who would rather be doing anything but learning how to cook!

The result? “Mastering Knife Skills” is one of the fastest and easiest ways for home cooks to hone their own technique into razor-sharp perfection. Just some of what viewers will learn are...

- The three essential knives every home chef must own.
- The key differences between the most popular cutting techniques: French, Asian and Santoku.

- The three types of chopping styles (Straight/Coin, Roll/Oblique, Sauté/Stir Fry).
- How to create slices, sticks and cubes out of any fruit or vegetable with step-by-step demonstrations.
- The safest way to grip a knife – and what to do with your other hand while cutting.
- The proper way to sharpen and hone knives without damaging the blades.
- Tips on stocking and setting up your cutting station.
- Safety tips on handling knives, including while you're walking around or if one slips off the counter.

All of the information presented has been vetted through Chef MikeC.'s renowned class – which was recently selected by *San Francisco* magazine as one of the best in the Bay Area “to hone your inner chef”: “Part stand-up comedian, part home-ec teacher, Chef MikeC. delivers bits of shtick while chopping without looking at his hands and then explains why he can do this without losing a digit....Starting out with some no-duh advice, like how to carry a knife in the kitchen, MikeC. draws infomercial-worthy oohs and aahs once he goes to work on the cutting board.”

Calling it “lively, funny, [and] visually arresting,” *Gourmet Retailer* magazine choose “Mastering Knife Skills” for its “Editor’s Choice” spotlight, noting that the DVD “presents a brilliantly organized system for learning to properly use a kitchen knife. [The co-hosts] are a great team, never letting the class get dull or mundane, and they don't stop at cutting. The instruction includes information about the different types of knives available today, how to set up an efficient cutting station, safety tips, the skinny on cutting boards, sharpening and honing your blade, and cleaning and storage tips. The DVD is packed with information and solid techniques by one of the foremost knife skills teachers in the country.”

Where to buy it:

- ONLINE: www.Amazon.com and www.FilmBaby.com.
- RETAIL OUTLETS: **A Different Drummer** (Lenox, MA), **A Matter of Taste** (Cambria, CA), **Chef Central** (Paramus, NJ), **Choppin Block** (Ridgeland, MS), **City Kitchens** (Seattle), **Creative Kitchen** (Fargo, ND), **Culinary Apple** (Chelan, WA), **Foxfire of Greenville** (Greenville, SC); **Jonathan’s Knives & Sharpening** (Robbinsdale, MN), **Kitchenique** (Destin, FL), **Kitchen Kaboodle** (Portland, OR), **Kitchen Outfitters** (Long Beach, CA), **Maxwell Food Equipment** (Sioux Falls, SD), **Panhandler** (Helena, MT), **Peppercorn Gourmet** (Boulder, CO), **Price True Value Hardware** (Chicago), **Rolling Stone #5** (Sun City, AZ), **Rudy’s A Cook’s Paradise** (Twin Falls, ID), **Tom Atsides Restaurant Equipment & Supplies** (Ocala, FL),

PRICE: \$14.95

Distributor: Harold Imports

PRODUCT DETAILS

TITLE: "MASTERING KNIFE SKILLS: Cutting-Edge Tips, Tricks & Techniques Used by Professional Chefs" Featuring Chef MikeC. with Chef Olivier Said

KITCHEN ON FIRE® The Basic Series

Running Time: 45 minutes

Contents

- 1: Types of Knives
- 2: Holding the Knife
- 3: Sharpening & Honing
- 4: The Cutting Station
- 5: Cutting Techniques
- 6: Slice, Stick, Cube
- 7: Bell Peppers
- 8: Zucchini
- 9: Onions
- 10: Garlic
- 11: Apples
- 12: Tomatoes
- 13: Herbs
- 14: Chopping
- 15: Knife Safety
- 16: Cleaning & Storing

Website: www.KitchenOnFire.com

Cutting sequences from this DVD are available as high-res JPEGs upon request.

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