

MEDIA RELEASE

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NEW CURTIS STONE KITCHEN LAUNCHES IN TARGET

A new, affordable kitchen range by celebrity Chef Curtis Stone will launch exclusively in Target Australia on September 25.

It is an exclusive homewares collection to be unveiled as part of the retailer's 'Designers for Target' program.

Years of experience in professional and domestic kitchens led Curtis to design the new 80-piece range of high quality cookware and tableware created specifically for home cooks.

"My mum and granny taught me everything I know about food, cooking and the value of using the right equipment in the kitchen to make great food," he said.

"As a chef, I've always had the luxury of working in professional kitchens, where I have everything at my fingertips – huge cutting boards, razor sharp knives, mise en place containers, large garbage bins at every station, the list goes on and on."

"I've also worked in hundreds of domestic kitchens and know first-hand the issues that home cooks go up against and the importance of having the right tools. So I have created this high-quality collection to give people the best equipment - at a great price - so they can cook with confidence and save time in the kitchen."

Target Managing Director, Stuart Machin, said the retailer was delighted that Curtis Stone had partnered with the 'Designers for Target' program.

"Target has worked closely with Curtis to create a collection that meets the needs of home cooks everywhere and is available exclusively at Target Australia," Mr Machin said.

"The collection will cover all your needs in the kitchen across preparation, bake, table and serving with a selection of fun, functional and innovative items.

"As a chef and father, Curtis brings a unique insight to designing a range and we think consumers are going to be delighted with the result."

The Curtis Stone Collection for Target features 80 pieces of cookware and tableware ranging from \$4 for food preparation bowls to \$100 for a premium cutting work bench, \$7 for side plates to \$60 for the iconic Oil Pourer.

Curtis' must-have pieces in the collection are the Magnetic Attraction Stand, which is a sleek stand that frees up drawer space and keeps utensils in an easy to reach spot while cooking, the Pick-Up Scoop, which acts as an extra pair of hands in the kitchen scooping up finely diced ingredients and the Chop Chop food chopper which saves you time.

"Every cook can benefit from using these culinary tools to reduce cooking time and minimise kitchen mess," Curtis said.

"This collection is about making life easier in the kitchen and cooking more fun – I want every cook to spend more time enjoying the food they create, and less time cooking it!"

The Curtis Stone for Target range will be available in selected Target stores nationwide and at Target online at target.com.au bringing premium quality to Target customers and making fashion, style & quality affordable.

For more information on the Curtis Stone for Target range please visit target.com.au

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