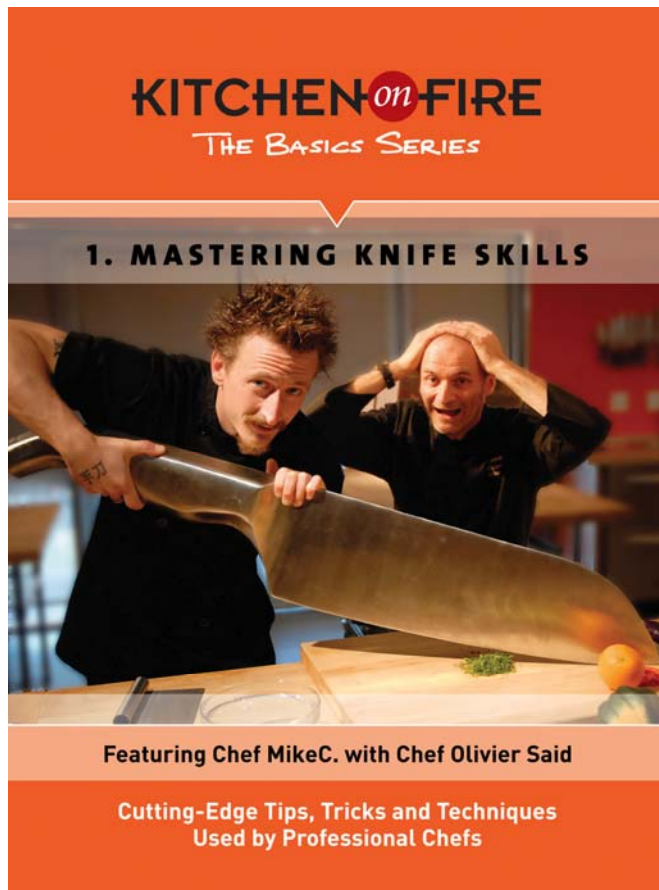


FOR IMMEDIATE RELEASE – June 2008 – Berkeley, CA



Learn how to slice, dice and chop like a professional chef in less than one hour

New how-to DVD makes *Gourmet Retailer's* coveted "Editor's Choice" list

Who wouldn't like to be able to slice, dice and chop with the precision and speed of a professional chef? After all, it's a great way to impress friends, plus turn raw ingredients into perfect shapes for the ultimate presentation.

While it may look complicated, the underlying principles are so simple that you can learn them in less than an hour with a new DVD called "**Mastering Knife Skills: Cutting-Edge Tips, Tricks & Techniques Used by Professional Chefs**" – presented by one of the country's leading experts, Chef MikeC.

Just pop it into a computer or DVD player and follow along as this former manager of Sur La Table's San Francisco culinary program and co-founder of the acclaimed KITCHEN ON FIRE school in Berkeley (located just two doors away from Alice Waters' landmark Chez Panisse Restaurant), along with noted cookbook author Chef Olivier Said, guides you through a 45-minute crash course on such basics as....

- The three essential knives every serious 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).

- Easy step-by-step demonstrations of how to create slices, sticks and cubes out of any fruit or vegetable.
- 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.
- Step-by-step demonstrations on how to create slices, sticks and cubes with precision – representing the universal principals of all techniques.

Didn't get it all the first time? Each step is presented in bite-size chapters to click on as often as you need to hone your own knife skills into razor-sharp perfection.

Calling it “lively, funny, [and] visually arresting,” *Gourmet Retailer* magazine choose “Mastering Knife Skills” for its coveted “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 45-minutes-long and packed with information and solid techniques by one of the foremost knife skills teachers in the country.”

All of the information contained in the DVD 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.”

WHERE TO BUY IT:

Currently available through www.Amazon.com and www.FilmBaby.com. Note: the DVD is being distributed by leading gourmet housewares distributor Harold Import Co. and will be in stores later this summer.

PRICE: \$14.95

FOR MORE INFORMATION: (503) 622-0232 or knifedvd@kitchenonfire.com

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

ABOUT THE PEOPLE AND SCHOOL BEHIND THIS DVD...

An honors graduate of the California Culinary Academy, **Chef MikeC.** began his professional career in the mid-1990s in upstate New York. After moving to San Francisco in 2001 to study at CCA, he co-founded Xfusion Personal Chef Services - one of the originators of the concept of turning private parties into exciting cooking events for guests to participate in. While still in school, MikeC. was also hired to co-manage and teach at Sur La Table's San Francisco culinary school. Within months, he was put in charge of the program, which included assisting such visiting celebrity chefs as Martin Yan, Jamie Oliver, Alton Brown and Michael Chiarello. In 2003, he founded Party Lifestyles and taught international cuisines at cooking schools and retail outlets up and down the West Coast. At the same time, he became the official spokesperson for Furi Knives, appearing at trade shows and culinary fairs around the country to

demonstrate proper knife skills. Over the years, MikeC. has led countless corporate team building cooking events for such companies as GAP, Yahoo, Microsoft, Adobe, GE Capitol, and Charles Schwab.

Born and raised in France, Chef Olivier Said is the descendant of at least five generations of restaurateurs in France, dating back to the early 1800s. After beginning his career at the age of 15 in his mother's Paris restaurant, he moved to Los Angeles in the early 1980s, and worked at Ken Frank's LaToque, one the first restaurants in the country to feature California nouvelle cuisine. In 1987, Said returned to Paris and opened his own restaurant, the popular Texas Coyote, which included three sprawling bars and a night club. After returning to the States in the late 1990s, he joined the management team at Berkeley's César Tapas Bar, founded by three Chez Panisse alumni. Said has co-authored two notable cookbooks: *CÉSAR: Recipes from a Tapas Bar* (named one of the year's Ten Best by *Food and Wine* magazine in 2003) and *THE BAR: A Spirited Guide to Cocktail Alchemy* (both for Ten Speed Press). He also writes a regular column for *Trump* magazine.

Founded in early 2006, **KITCHEN ON FIRE**® quickly became a Mecca for food lovers on a quest for the essence of a professional education without the drudgery or expense. They found it in the school's sizzling roster of hands-on classes, presented in its zen-like loft space within footsteps of Alice Waters' world-famous Chez Panisse Restaurant in Berkeley's Gourmet Ghetto. "The classes are definitely not boring at Kitchen on Fire," *Diablo Magazine* reported after observing one. "Jokes fill the demonstrations, and while the instruction is sound, the atmosphere is never serious." For more information, visit www.KitchenOnFire.com.

MEDIA CONTACT:

For high-res JPEGs or interviews, please contact:

Lyla Foggia
Foggia Public Relations LLC
(503) 622-0232
lyla@foggiapr.com