

FOR IMMEDIATE RELEASE
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SIMPLY THE BEST – EVRIHOLDER PRODUCTS INTRODUCES SIMPLY SERVED

Anaheim, CA March 2, 2019 - Fuel your passion for cooking with **Simply Served**, a premium assortment of **Kitchen Utensils** and **Gadgets** designed to deliver high performance and durability.

Simply Served's Kitchen Utensils line features a range of product collections that focus on appearance, functionality and performance. The collections will continually evolve to keep up with cooking trends, new technologies and color schemes:

Pretty and practical, **the Beechwood Collection** adds a sense of style to the kitchen. Strong and durable beechwood has a natural texture and color that is on-trend. Its silicone-covered nylon head is heat-resistant up to 446°F and ideal for cooking with non-stick cookware. The Beechwood Collection is comprised of five assortments with two utensils within each: Turner and Slotted Spoon, Spoon and Spatula, Spatula Spoon and Slotted Turner, Ladle and Pasta Fork, Skimmer and Spoon.

The Professional Collection adds premium function to kitchen tasks. Crafted for optimum performance, comfort and appearance, these professional-quality stainless steel, nylon and silicone utensils are a must have for any kitchen – ideal for all prep and cooking tasks. The silicone-covered nylon heads won't scratch non-stick pans and are heat-resistant up to 446°F. The Professional Collection is comprised of five

assortments with two utensils within each: Slotted Spoon and Turner, Slotted Turner and Tongs, Pasta Fork and Ladle, Skimmer and Spoon, Spatula and Whisk.

Simply Served also encompasses a broad selection of **Kitchen Gadgets**, a sophisticated line of cooking and baking tools with efficient, innovative designs. The product range showcases:

Splatter Screens: Place over pans and protect from hot oil, splatters and stir-frying while cooking. Set of two different-sized Splatter Screens can also double as mesh strainers.

Collapsible Colander: Drain and rinse fruit, pasta and vegetables. Extendable non-slip handles fit across most sinks for mess and hands-free straining; colander collapses flat for convenient and compact storage.

Collapsible Strainer: Strain and rinse fruit and vegetables; collapse for compact storage.

Collapsible Strainer with Handle: Strain and rinse fruit and vegetables; collapse for compact storage.

Grater Set: Includes fine grater, coarse grater and mandolin slicer. Each grater features an anti-slip tip with a silicone band for easy storage.

Paper Towel Holder: Decorative leaf-design with easy one-handed tear.

Foldable Chopping Board: Easily chop and prep food. When done, squeezable handles allow for ease of guiding food into pots and pans.

Silicone Baking Mat: To cut down messes and clean-ups, non-stick silicone baking mat requires no need for oil, cooking sprays or parchment paper. Oven safe for up to 450°F.

Garlic Press: Easily mince and crush garlic. The ergonomic handle allows for an easy press and the efficient hole pattern maximizes amount of garlic pressed.

Produce Peeler: 4-blade-peeler rotating mechanism meets every need. Includes an integrated potato-eye remover.

Basting Brush: Strong soft-grip handle provides comfort while basting grilled, baked or BBQ foods.

Can Opener: Made of strong durable stainless steel with an integrated built-in bottle opener, open cans with ease and less effort.

Herb Scissors: 5 blades create finely chopped herbs in an instant. Includes herb scissors protector and cleaner.

2-in-1 Egg Slicer: Double-chamber design includes sections for slicing eggs crosswise or into 6 even wedges.

Ice Cube Tray 2pk: Flexible tray holds 15 perfectly-squared ice cubes that keep drinks colder longer.

Corn Peeler: Peel and strip several rows of corn kernels at once.

Silicone Handle Covers 3pk: Heat-resistant up to 450°F, covers have anti-slip grips and protect hands from hot handles.

ABOUT EVRIHOLDER PRODUCTS, LLC

Founded in 1995, Evriholder Products, LLC designs, develops and manufactures products for the Kitchen, Cleaning, Storage & Organization, and Health & Beauty categories. Headquartered in Anaheim, CA, Evriholder continues to introduce truly innovative products to nearly all retail channels including specialty, mass merchants, supermarkets, hardware stores and many more!

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