

prime**chef**™  
Bakeware



## Branded Bakeware For *Staying Power*

*91% of Consumers Have  
At Least One Promotional  
Product in the Kitchen*

Features Carbon Steel  
Construction

Whitford Silicone  
Non-stick Coating For  
Easy Clean Up

Over 20 New Styles!

Pair with Studio Cuisine™  
Baking Utensils

*Studio***CUISINE**™



**NEW**



# The Bakeware Buyer: Deconstructed

It's no secret that the kitchen is the heart of the home. With the recent rise in grocery and meal kit delivery services, consumers are reaching for their kitchen gadgets with increasing frequency. That makes kitchen bakeware an easy choice for branded gift and incentive pieces. We're taking a look at who is buying branded kitchen products and how can you break into the new promotional food scene.

## Stress Relief

A study published in the Journal of Positive Psychology followed 658 people for about two weeks and found that doing small, creative projects like baking made the group feel more enthusiastic about their pursuits the next day. High-stress industries like [Finance](#), [Public Service](#) and [Transportation](#) can help to shine a light on maintaining a positive work/life balance with a health & wellness awareness week reinforced with a bakeware giveaway.

**PRO TIP: Lisa in Sales Doesn't Bake? Piece of Cake!** Bakeware is not just for sweets. Healthy meals, side dishes and vegetables can be made using muffin tins and cookie sheets.



## Welcome Home

Decades ago, the lure of a free toaster from a bank or a savings-and-loan institution was almost a given. In many ways it made a lot of sense. Oftentimes these companies were working hand-in-hand with clients looking to buy a home, save for college or start a family. The idea of providing a gift for someone purchasing a home or relocating to a new living situation is still going strong.



[Realtors](#), [Rental Communities](#) and [College Housing Departments](#) are just some examples of businesses with clients making a big move. Someone just starting out in their first home or apartment may benefit from a kitchen staple like a multi-tasking cookie sheet or loaf pan. A hand-delivered muffin tin or cake pan with the realtor's favorite recipe makes for a thoughtful thank you gift with a personal touch.

**PRO TIP: Give Them A Head Start!**

Include a pre-measured ingredient kit along with the recipe.

## Gifts & Incentives

Somewhere in the world right now, we can safely assume a tired parent is resorting to a timeless and treasured bargaining technique: "If you do X, I'll give you a cookie!" While at some point in adulthood we're no longer offered sweets in exchange for performing tasks, the idea of being rewarded for a job well done can be carried well throughout adulthood. (*Fear not! We can make our own cookies now!*) Consider a series of bakeware pieces for hitting weekly or monthly sales targets. The wide selection of products offered creates excitement over an extended period of time and anticipation of building up a strong collection. A few of the industries that can benefit from incentive programs include [Retail](#), [Technology](#), [Insurance](#) and [Marketing](#).

**PRO TIP: Mix and Match!**

Bakeware pairs together well with other cooking, grilling & food prep pieces.

## Family Traditions

Recipes and food traditions are like the thread that weaves generations of family members together. And just like traditions have a long life span, the tools used to create them can be handed down from generation to generation as well. Consider a bakeware gift to not only promote family time and traditions, but also to help pass along the story of the brand name on the piece and how that brand played a role in the recipient's life. Give a gift of bakeware ahead of the holidays to promote family time.



Prime Chef™ is your complete source for the kitchen! Whether you are a beginner chef or a seasoned one, you'll appreciate high quality materials from Stainless Steel and Silicone to High Carbon Steel and Aluminum.



*"Making Kitchen Memories  
Starts with The Best Ingredients,  
the Right Tools and Love."*