

CONFIDENTIAL



SERVING POT

Cooking gear with a serving image



Last 50 years of development within kitchens have resulted in kitchens which combines kitchen facilities with eating facilities.

Unfortunately the design of pots and pans hasn't developed accordingly.

INTRODUCTION



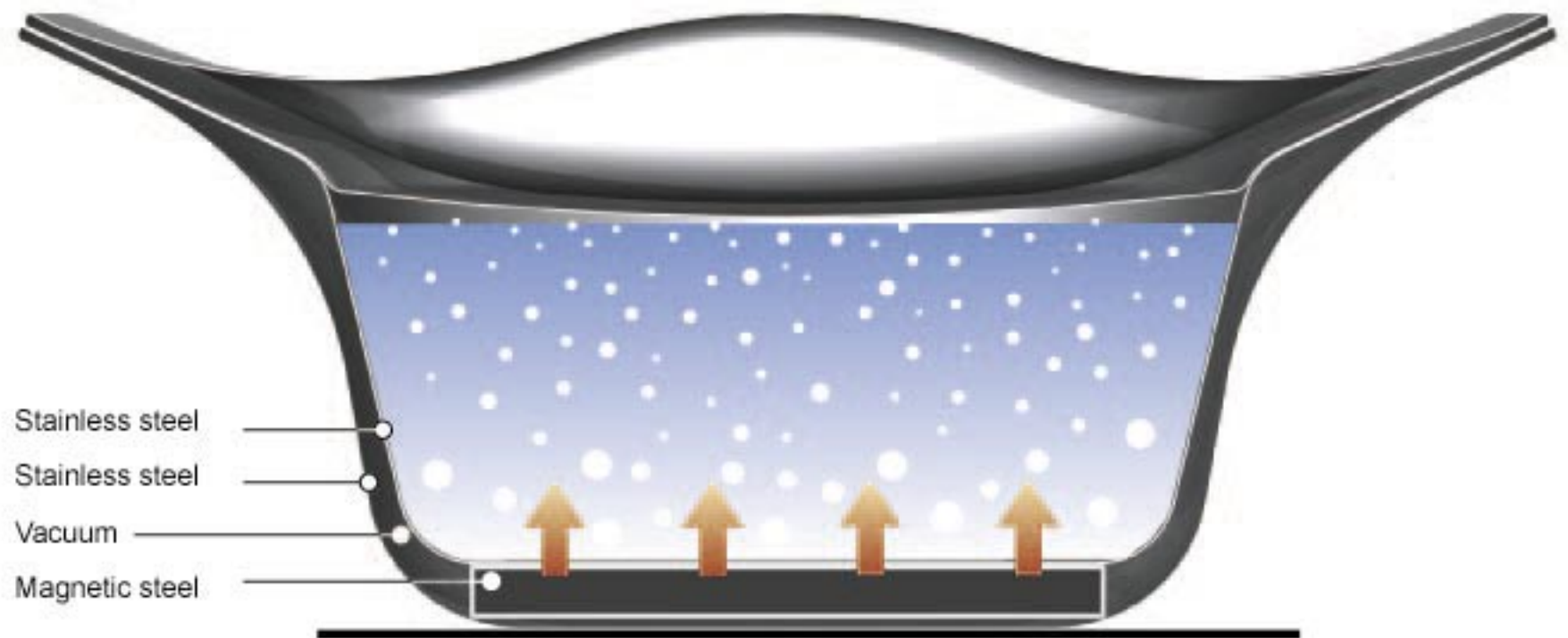
Contemporary living demands a lot from us.
The demand of the successful housewife is measured upon several areas.

Not only does she have to make perfect food, but she needs also to serve it in an elegant way and what's more her time is more limited and valuable than ever.

The following shows an example of how the cooking gear – in this case a pot - could develop, and describes the possible benefits to the consumer.

INTRODUCTION

The pot is constructed in two independent layers of stainless steel like an insulation jug.



PRINCIPLE

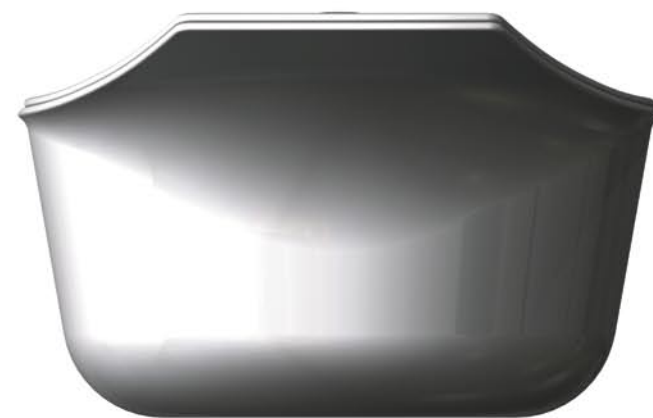
The pot is made with handles integrated in the form so it looks more like a serving dish than a pot.

The double layer insulating cover is designed to be functional, working equally good as any pot cover on the market and still looking good enough to be used for serving.

Because of the two layer principle, you can hold the pot and the cover without using potholders.



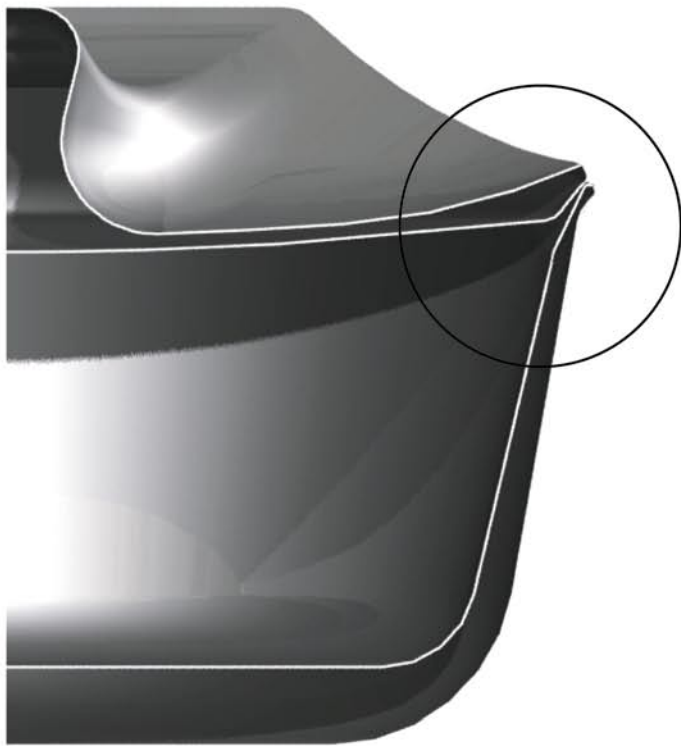






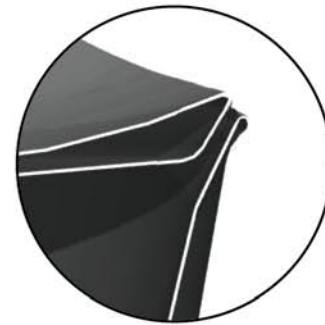


COOKING ADVANTAGES

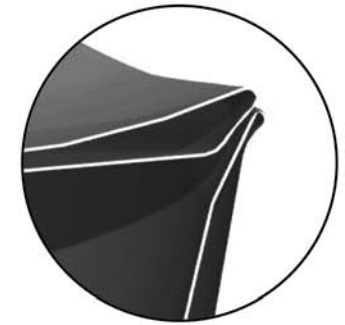


Lid and pot each has a cavity that allows air or water to pass through when the lid is rotated to different positions.

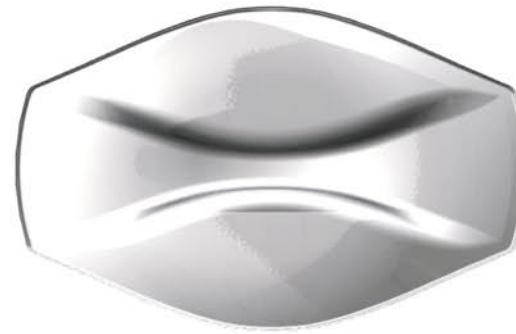
Closed



Rotate 180° for full opening



Another 15° for limited opening



- Controlled ventilation.
- Controlled pouring – withholding everything from pasta to potatoes

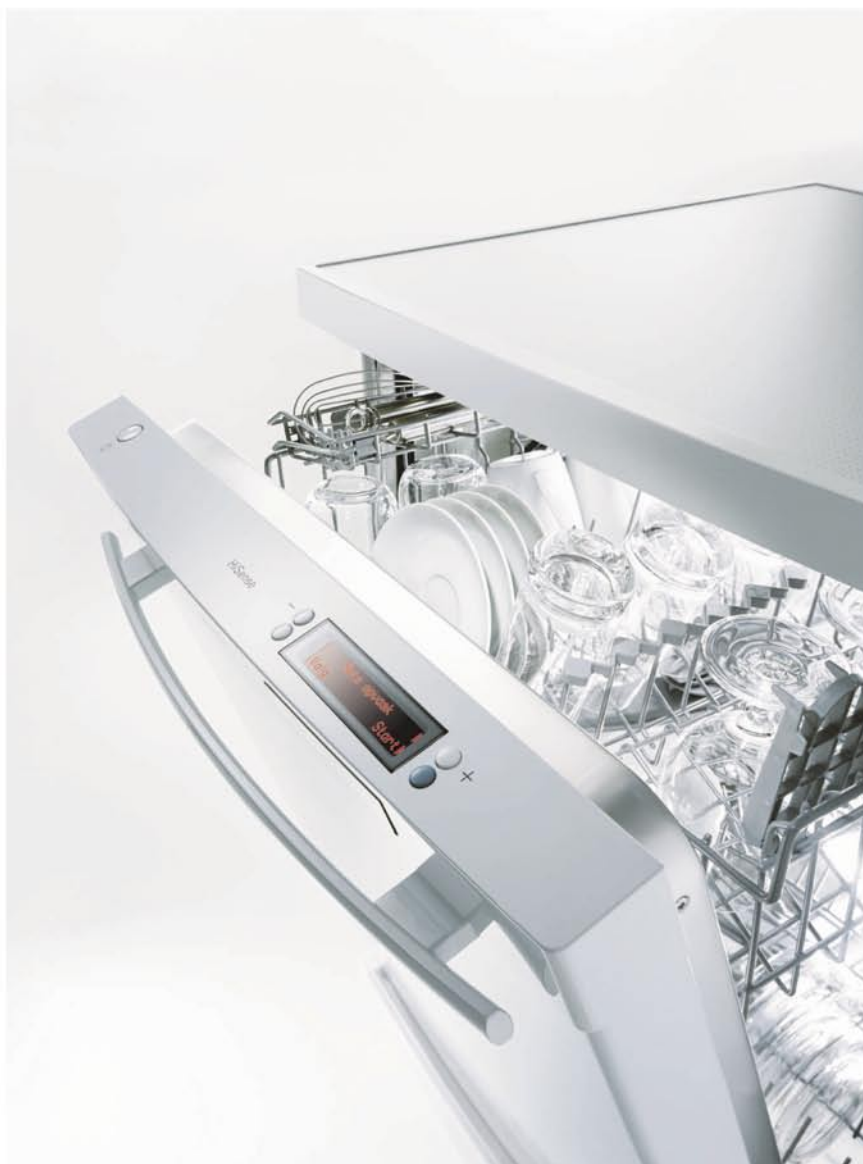




SERVING ADVANTAGES



- Keeps food hot on the table
- Move the pot around without potholders
- Looks elegant - doesn't look like a pot – more like a server
- Holds the serving spoon



CLEANING ADVANTAGES

- Only the server to be cleaned
- Easy to clean – smooth surface – no attached handles
- Dishwasher safe



