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### MICROPLANE® MASTER SERIES WINS ESTEEMED RED DOT AWARD FOR DESIGN EXCELLENCE

RUSSELLVILLE, AR (June 2017) – The recently introduced Microplane® **Master Series** collection of hand-held graters is a winner of this year’s coveted **Red Dot Award** for product design excellence. Microplane proudly shares this honour with the Florence, Alabama-based Carter McGuyer Design Group, which collaborated with Microplane in developing the elegant collection of premium graters crafted in walnut wood and stainless steel.

Established in 1955, the international **Red Dot Design Award** receives thousands of entries each year from companies around the globe seeking recognition for excellence in product design. The acclaimed “Red Dot,” is established internationally as one of the most sought-after quality marks for good design.

Reflecting Microplane’s iconic heritage as a woodworking tool, and today’s on-trend artisanal, craftsman styling, **Master Series** offers the best in contemporary design, durability and flawless performance. **Master** graters are expertly



engineered with Microplane's original stainless steel, made in the USA etched blades, and securely framed in sturdy, heavy-duty stainless steel. The exceptionally beautiful, oiled walnut handles (the wood is sourced from the U.S.) are comfortable to hold, and add a distinctively warm and chic design to kitchen decors. Four **Master Graters** – **Fine** (model 43204), **Ribbon** (model 43202), **Coarse** (model 43200) and **Extra Coarse** (model 43220) – have a convenient paddle shape design to efficiently maximize the blade's cutting surface. Additional the series includes the **Master Zester** (model 43220), which sports a longer and narrower **Fine** blade for cooks who prefer to create citrus zest using a rasp.

Available now at retail nationwide, the four paddle shaped **Master Graters** are priced at \$34.95 each suggested retail. The rasp-style **Master Zester** is \$29.95 suggested retail.

All of the graters in the **Master Series** have a modern, low profile that provides ideal weight and balance, as well as space-saving advantages when storing in kitchen drawers. The graters also feature a wide non-slip bottom for stability when positioning the tool vertically on cutting boards, plates and bowls, and a reusable, protective cover for safe storage when not in use. A half-moon shaped stainless steel loop at the end of the handle also allows cooks to hang the graters on a kitchen wall or rack.

The paddle-shaped **Master Fine Grater** and rasp-style **Master Zester** are the optimum choices for creating flavorful zest from oranges, lemons and limes



without any of the bitter white pith just under the fruit's peel. Featuring hundreds of tiny, razor sharp teeth to effortlessly cut ingredients without tearing and shredding, the **Fine** blade is also stellar at grating aromatics – such as shallots, onions, garlic and ginger – into a fine paste for gourmet cooking results, as well as transforming Parmesan and other hard cheeses into fluffy mounds for garnishing pasta and other savory dishes.

The **Master Ribbon Grater**, which conveniently grates in both directions, is the ideal tool for grating chocolate, apple, soft and hard cheeses, and a myriad of vegetables, such as carrots, onion, cabbage and zucchini. The **Ribbon** blade

creates elegant, thin strips that add interesting texture to garnishes, salads, and other dishes.

The **Master Coarse Grater** creates larger texture grating of all types of hard cheese, carrots, coconut, and numerous other ingredients for savory and sweet dishes. Highly versatile for everyday cooking and entertaining, the **Coarse** blade is ideal for preparing hot and cold dishes, from hearty casseroles and soups, to refreshing salads and ceviche.

The **Master Extra Coarse Grater** is a champ at making beautiful slaw from cabbage, and quickly grating root vegetables like potatoes, onions and carrots for fritters, omelets, meatloaf, casseroles, and more. The **Extra Coarse** blade is also perfect for grating cold butter for pastry, and easily grating fresh coconut to garnish cupcakes and other treats.

**Master Series Graters** should be hand washed without soaking. To maintain the wood handle's beautiful design, use mineral oil or other NSF approved wood condition.

For more information on the **Master Series** and other premium quality kitchen tools from Microplane, consumers are welcomed to visit the company's Web site: [www.microplane.com](http://www.microplane.com), or call toll-free 1-800-555-2767.

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Based in Russellville, Arkansas, 2014 marked the 20<sup>th</sup> anniversary of Microplane<sup>®</sup>, a premier global kitchen products brand, renowned for engineering exceptionally sharp and effective culinary tools. First created in 1990 as a new form of woodworking tool, the original Microplane<sup>®</sup> did not find its way into the kitchen until 1994. Since that time, Microplane<sup>®</sup> graters have found enthusiastic support from professional chefs and domestic cooks and have earned a permanent place in restaurants and home kitchens around the world. Most recently, Microplane<sup>®</sup> has entered the Personal Care arena with its highly effective, professional quality foot files and accessories.

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