



CONTENT

Behind the products

Premium Classic Series	16
Gourmet Series	24
Professional Series	28
Home Series	32
Artisan Series	36
Specialty Series	40
Blade Guide	54
Personal Care	59
Counter Display Units	61
Permanent Display Units	65
POS Marketing Materials	66
Useful Tips	67
How to sell Microplane® BEST	68



OUR STORY

The history of Microplane®: From the workshop to the kitchen...

By now, cooking aficionados worldwide are familiar with the story: The big moment came in 1994, when a Canadian housewife was making an orange cake. Out of frustration that her grater was tearing and shredding, she commandeered one of her husband's favorite woodworking tools from his workshop. The blade slid effortlessly across the orange and the zest fell from its surface like snowflakes. The discovery laid the foundation for the creation of Microplane® kitchen graters and an entire line of revolutionary graters was born.

Globally recognized, Microplane® is the pioneer manufacturer to apply photo-etching technology to graters, an innovative process specifically designed to create ultra-sharp cutting edges.

Made in the USA, the tiny teeth behave like extremely sharp knives to cut ingredients with precision rather than tearing or shredding like most stamped graters. The blade ensures that food does not stick or block, but instead gently slides along the cutting surface to produce perfect results every time.

50 years on and Microplane® is now the preferred grater of choice for professional chefs and cooking enthusiasts worldwide.



OUR COMPANY

Based in Russellville, Arkansas, Microplane® - a division of Grace Manufacturing Inc., - is a premier global brand, renowned for engineering exceptionally sharp and effective culinary tools.

It all started in 1967, when Chris Grace's (current CEO), grandfather Louis and father Richard opened their business in Michigan and then moved to Arkansas in 1976. The first product they made was a small component for computer printers. After the printer business started to change to laser printers in the early 1990's, they had to think outside the box and come up with a new product.

The company started to produce and specialize in sharp teeth for woodworking tools. In 1994, with a stroke of good fortune, a woodworking catalog in Toronto, Canada started marketing our Microplane® woodworking tools as food graters in their catalog and they became successful.

At the time, many thought it was crazy to take a woodworking tool and market it as a food grater. However, by the late 1990's famous TV Chefs like Martha Stewart and Julia Child had purchased Microplane® products. Then an article was printed in the "New York Times" food section about the woodworking tool that found its way into the kitchen, the business took off and the rest as they say is history...

Chris Grace joined the company in 2002 and in 2004 started to expand in Europe.

With over 50 years' experience of photochemical manufacturing, with North American and European operations, a worldwide distribution and a Mexico factory, the family-owned company currently owns numerous process and design patents and designs and crafts successfully over 400 excellent products for its Microplane® kitchen, woodworking, and personal care divisions.

Applying the most advanced technology and state-of-theart engineering, Microplane® graters have revolutionized the way chefs and home cooks grate and zest a wide range of ingredients for flavorful, gourmet style cooking and baking.

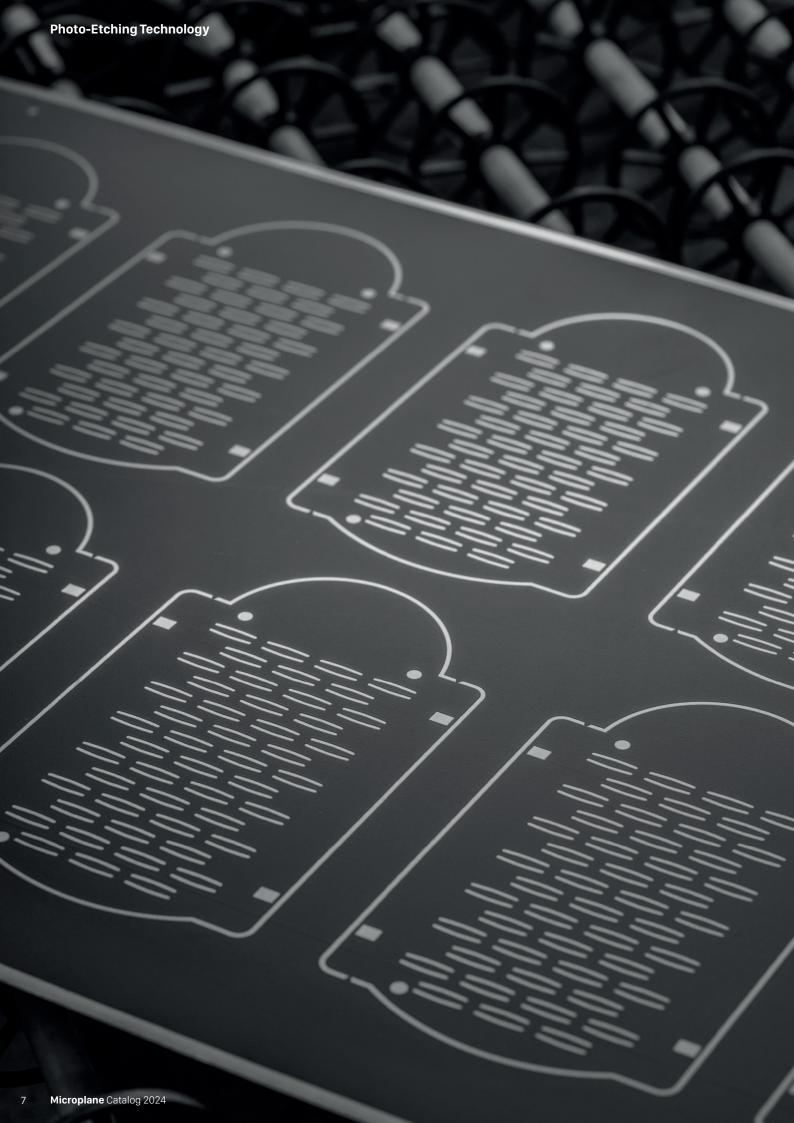


PHOTO-ETCHING TECHNOLOGY

Microplane's® signature Photo-Etching Technology:

Microplane® graters have distinguished themselves from other graters by using an original chemical process, perfected in over 50 years' experience, to create long-lasting, ultra-sharp cutting edges.

How does photo-etching work?

Microplane® puts a photosensitive resist film onto first-rate stainless steel sheets to mask and protect certain areas. Then, a photographic image of the blade is exposed on the film that shows the exact shape and size of the teeth. A special solution is sprayed on the sheets and dissolves the exposed parts that were left unprotected by the resist to form Microplane's® perfectly shaped and ultra-sharp cutting edges.

Once the edge is formed, timing is crucial as the etching bath continues to attack the weakest point (the cutting edge). This is where our signature "Single Sided" etching has a tremendous advantage.

In the final manufacturing process, the teeth are pushed up to create a perfect cutting angle in which one can grate a variety of foods effortlessly.

Unlike stamped graters or double-sided etched graters, Microplane® single sided etched, ultra-sharp teeth, behave like extremely sharp knives to cut ingredients with precision rather than tearing or shredding. The blade ensures that food does not stick or block, but instead without much pressure and any effort, gently slides along the cutting surface to produce perfect results every time.

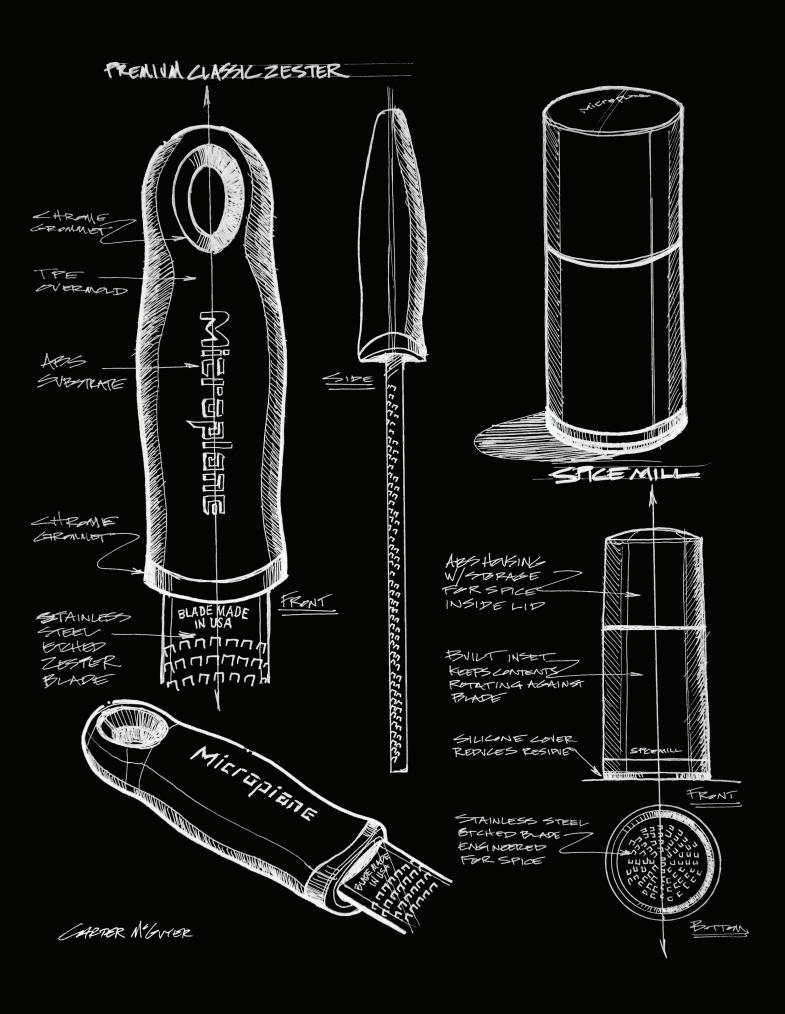


EXPERIENCE& QUALITY

Our experience and expertise in photo-etching manufacturing over the last 50 years has earned Microplane® the finest reputation in the industry. Microplane® has highly trained personnel and constantly strives to improve processes, exploring new technologies and production techniques.

A large part of our success is due to our employees, who stand behind and operate the machines to ensure an optimal process flow every day.

In addition, Microplane® only uses the highest quality stainless steel for making our etched graters. While other companies claim to use surgical stainless steel, Microplane® actually uses the same premium steel that we use for our medical supplies division. In addition to using the highest quality stainless steel, we only use "half to full hard" steel vs softer steel. Whilst stainless steel is more expensive and takes longer to etch, it results in longer-lasting, superior quality edges.

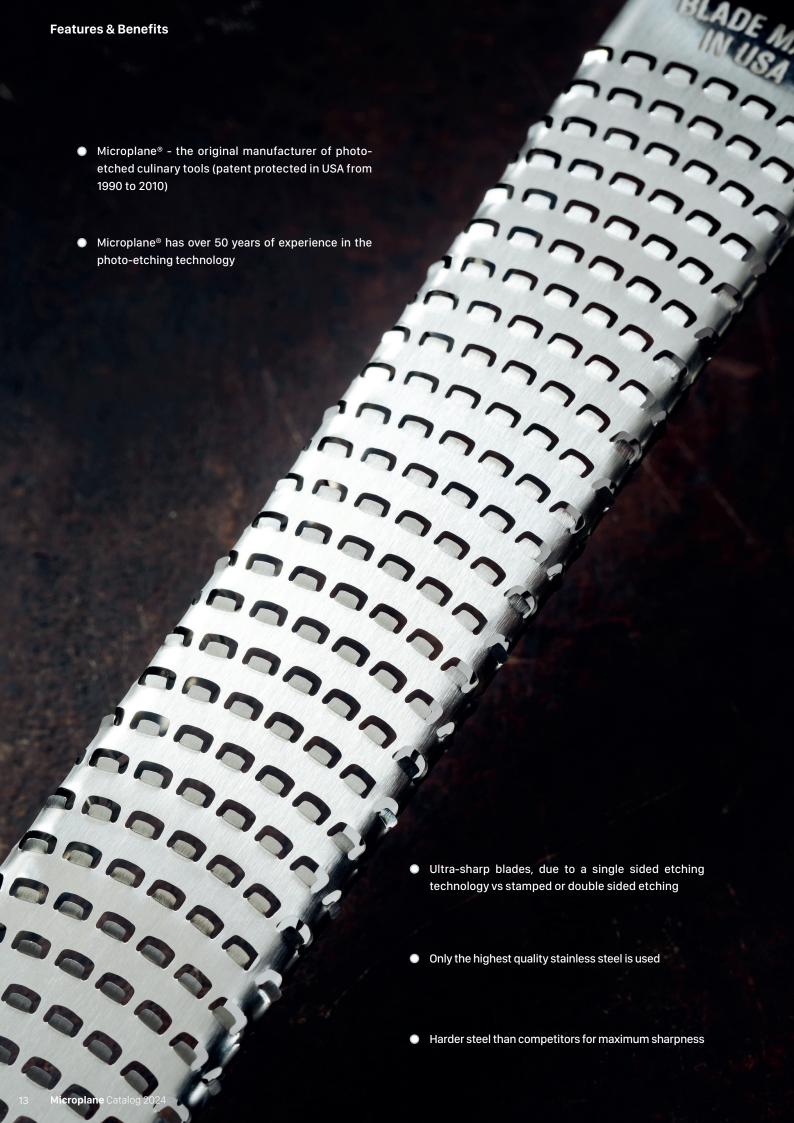


PRODUCT DESIGN & INNOVATION

At Microplane®, we are continuously pushing the boundaries with technological advancements and new product innovations; Microplane® has developed a broad range of Kitchen tools to suit a varied range of needs.

Since 2006 Carter McGuyer has worked collectively with Microplane to establish this harmonious blend of function and beauty. The consumer who is familiar with the Microplane product line will easily recognize the "Premium Classic Handle", offered on several products due to its comfort and ease of use.

Our foundations were built on innovation, and the innovation continues today through not only technological advancements, but also listening and learning through industry and consumer feedback. We constantly strive to provide a mix of both solutions to existing problems, and advancement in the pleasure of the cooking experience.



FEATURES & BENEFITS

The world's sharpest grating blades! Our long-lasting, photoetched, stainless steel Blades-Made in USA - offer the following benefits to the professional and hobby chefs.

Cutting food precisely without ripping, tearing or shredding – preserves and intensifies food's aroma and flavor.



Grating without effort – no need to put pressure on the food while grating. The blade also ensures that food does not stick or block, but instead, gently slides along the cutting surface to produce perfect results every time.



With each blade you can grate a variety of foods – it all depends on what result you wish to have.



Grating becomes fun – you do not have to struggle with a dull grater anymore. Achieve the perfect grating result every time.



All Microplane® products are practical. They have long-lasting blades, ergonomic handles, non-slip base for stability, protective covers for easy storage and they are easy to clean.



THE MICROPLANE ICON THE PREMIUM CLASSIC ZESTER

IN NEW URBAN, EARTHY COLOURS

Explore our new colour palette!



NEW TIMELESS CHIC SOPHISTICATED URBAN WARM CLASSY EARTHY



AUTHENTIC GORGEOUS STYLISH HARMONIC BEAUTIFUL ELEGANT



PREMIUM CLASSIC ZESTER

Photo-etched, long-lasting, ultra-sharp, stainless steel blade - Made in USA

Foods are precisely cut, without ripping or tearing
Effortless grating for superior results
The natural aroma is released to enhance flavor

Slim, iconic design

Ergonomic soft touch-handle for comfort

Anti-scratch plastic feet

Reusable Cover / Hand Wash

Dishwasher Safe



CITRUS FRUITS, HARD CHEESE, GINGER, CHOCOLATE, NUTMEG, TRUFFLE & MORE



#46323
Cashmere Beige
4 Pack / Cover + Decal
UPC: 098399463230



#46020 Black 4 Pack / Cover + Decal UPC: 098399460208



#46301 White 4 Pack / Cover + Decal UPC: 098399463018

Premium Classic Zester



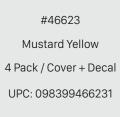
#46923
Dusty Rose
4 Pack / Cover + Decal
UPC: 098399469232



#46823
Cinnamon Orange
4 Pack / Cover + Decal
UPC: 098399468235



#46127
Pomengranate Red
4 Pack / Cover + Decal
UPC: 098399461274





#46227 Sky Blue 4 Pack / Cover + Decal UPC: 098399462271



#46223
Denim Blue
4 Pack / Cover + Decal
UPC: 098399462233





#46723
Sage Green
4 Pack / Cover + Decal
UPC: 098399467238



#46727
Eucalyptus Green
4 Pack / Cover + Decal
UPC: 098399467276



#46123 Lipstick Pink 4 Pack / Cover + Decal UPC: 098399461236



PREMIUM SPICE GRATER

#46016

Black

4 Pack / Cover + Decal

UPC: 098399460161



NUTMEG, CINNAMON, CHOCOLATE, NUTS, COFFEE BEAN & MORE



DUAL BLADE ZESTER & COARSE

#40003

Stainless Steel

4 Pack / Cover + Decal

UPC: 098399400037



CITRUS FRUITS, HARD CHEESE, GINGER, CHOCOLATE, NUTMEG, TRUFFLE & MORE



CLASSIC SERIES ZESTER GRATER

#40001

Stainless Steel

4 Pack / Cover + Decal

UPC: 098399400013



CITRUS FRUITS, HARD CHEESE, GINGER, CHOCOLATE, NUTMEG, TRUFFLE & MORE



GOURMET SERIES

Photo-etched, long-lasting, ultra-sharp, stainless steel blade - Made in USA

Foods are precisely cut, without ripping or tearing

Effortless grating for superior results

The natural aroma is released to enhance flavor

Ergonomic soft touchhandle for comfort

Non-slip rubber foot for comfort and stability

Reusable Cover / Hand Wash

Dishwasher Safe

GRATER ATTACHMENT

#45057

Transparent

4 Pack / Backer Card + Decal

UPC: 098399450575





COARSE

#45000

Black

4 Pack / Cover + Decal UPC: 098399450001



CHEESE, CARROT, GINGER, COCONUT, NUTS, HORSERADISH & MORE



RIBBON

#45002

Black

4 Pack / Cover + Decal UPC: 098399450025



CHEESE, CARROT, GINGER, COCONUT, NUTS, HORSERADISH & MORE



EXTRA COARSE

#45008

Black

4 Pack / Cover + Decal UPC: 098399450087



POTATO, ZUCCHINI, CARROT, APPLE, CABBAGE, SOFT CHEESE & MORE



ULTRA COARSE GRATER

#45011

Black

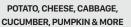
4 Pack / Cover + Decal UPC: 098399450117











GOURMET SERIES

The Gourmet Series stands for competence and variety. With a wider grating surface and five different blades, it delivers various grating results - from fine to extra coarse there is a blade style to suit all needs. A non-slip rubber foot and soft touch handle completes each grater.

Handsomely crafted, the high-performance Gourmet Series features six grating options: Fine, Coarse, Ribbon, Extra Coarse, Ultra Coarse, and Dual Grater.



DUAL GRATER

COARSE & FINE

#45022

Black

4 Pack / Cover + Decal

UPC: 098399450223









HARD CHEESE, CITRUS FRUITS, CHOCO-LATE, GINGER, NUTMEG & MORE



PROFESSIONAL SERIES

Photo-etched, long-lasting, ultra-sharp,

stainless steel blade - Made in USA

Foods are precisely cut, without ripping or tearing

Effortless grating for superior results

The natural aroma is released to enhance flavor

Crafted entirely from surgical grade, stainless steel

Stylish, sturdy frame

Non-slip rubber foot for comfort and stability

Reusable Cover / Hand Wash

Dishwasher Safe



FINE

#38004

Stainless Steel 4 Pack / Cover + Decal UPC: 098399380049



HARD CHEESE, CITRUS FRUITS, GARLIC, CHILI, CINNAMON, NUTMEG & MORE



COARSE

#38000

Stainless Steel 4 Pack / Cover + Decal UPC: 098399380001



CHEESE, CARROT, GINGER, COCONUT, NUTS, HORSERADISH & MORE



RIBBON

#38002

Stainless Steel 4 Pack / Cover + Decal UPC: 098399380025



CHEESE, CARROT, GINGER, COCONUT, **NUTS, HORSERADISH & MORE**



EXTRA COARSE

#38008

Stainless Steel 4 Pack / Cover + Decal UPC: 098399380087



POTATO, ZUCCHINI, CARROT, APPLE, CABBAGE, SOFT CHEESE & MORE

PROFESSIONAL SERIES

A classic, timeless look in stainless steel, inspired by professional chefs and an eye-catcher in every kitchen. The non-slip rubber feet ensure stability when grating.

With four different blade types, **Fine, Coarse, Ribbon,** and **Extra Coarse** both hobby and professional chefs can excel in their daily food preparation.

GRATER ATTACHMENT

#45057

Transparent

4 Pack / Backer Card + Decal

UPC: 098399450575





HOME SERIES

Photo-etched, long-lasting, ultra-sharp,

stainless steel blade - Made in USA

Foods are precisely cut, without ripping or tearing

Effortless grating for superior results

The natural aroma is released to enhance flavor

Crafted entirely from surgical grade, stainless steel

Stylish, sturdy frame

Non-slip rubber foot for comfort and stability

Reusable Cover / Hand Wash

Dishwasher Safe



FINE

#44002

Black

6 Pack / Cover + Decal

UPC: 098399440026



HARD CHEESE, CITRUS FRUITS, GARLIC,

CHILI, CINNAMON, NUTMEG & MORE



COARSE

#44001

Black

6 Pack / Cover + Decal

UPC: 098399440019



CHEESE, CARROT, GINGER, COCONUT, NUTS, HORSERADISH & MORE



RIBBON

#44009

Black

6 Pack / Cover + Decal

UPC: 098399440095



CHEESE, CARROT, GINGER, COCONUT, NUTS, HORSERADISH & MORE



EXTRA COARSE

#44038

Black

6 Pack / Cover + Decal

UPC: 098399440385







POTATO, ZUCCHINI, CARROT, APPLE, CABBAGE, SOFT CHEESE & MORE

HOME SERIES

The Home Series is a refreshed and popular paddle-shaped, hand-held cheese grater with an updated handle design that provides greater comfort, stability, and durability. The handle design combines a comfortable, soft-touch material with an overlay of stronger, molded plastic with subtle ribbing for a more secure grip. All Microplane® Home Series cheese graters offer a broad grating surface for more room to efficiently get the job done. All are dishwasher-safe and feature razor-sharp surgical-grade stainless steel blades

With four different blade types, **Fine**, **Coarse**, **Ribbon**, and **Extra Coarse** both hobby and the experienced home chef can excel in their daily food preparation.



ARTISAN SERIES

The Artisan Series from Microplane is a contemporary addition to our collection of paddle-shaped graters. The series features 4 of the best-selling blade styles— **Fine, Ribbon, Coarse and Extra Coarse**—all of which are available in red or green hues. The expansive surface area offers ample space to make fast work out of zesting citrus, grating potatoes, carrots, onions, cheese, coconut, chocolate and more!

Photo-etched, long-lasting, ultra-sharp,

stainless steel blade - Made in USA

Foods are precisely cut, without ripping or tearing

Effortless grating for superior results

The natural aroma is released to enhance flavor

Crafted entirely from surgical grade, stainless steel

Stylish, sturdy frame

Soft Touch Ergonomic Handle

Non-slip rubber foot for comfort and stability

Reusable Cover / Hand Wash

Dishwasher Safe

ARTISAN SERIES





FINE

#42102 Red 6 Pack / Cover + Decal UPC: 098399421025

#42702 Green 6 Pack / Cover + Decal UPC: 098399427027



HARD CHEESE, CITRUS FRUITS, GARLIC, CHILI, CINNAMON, NUTMEG & MORE





RIBBON

#42109

Red

6 Pack / Cover + Decal UPC: 098399421094

#42709

Green

6 Pack / Cover + Decal UPC: 098399427096



CHEESE, CARROT, GINGER, COCONUT, NUTS, HORSERADISH & MORE

ARTISAN SERIES





COARSE

#42101

Red

6 Pack / Cover + Decal UPC: 098399421018

#42701

Green

6 Pack / Cover + Decal UPC: 098399427010





CHEESE, CARROT, GINGER, COCONUT, NUTS, HORSERADISH & MORE





EXTRA COARSE

#42138

Red

6 Pack / Cover + Decal UPC: 098399421384

#42738

Green

6 Pack / Cover + Decal UPC: 098399427386



POTATO, ZUCCHINI, CARROT, APPLE, CABBAGE, SOFT CHEESE & MORE



SPECIALTY SERIES

In the Specialty Series, our specialists are united. Each individual product enhances the food preparation. It allows chefs to efficiently grate, slice and garnish dishes and drinks making cooking a delightful culinary experience.

ELITE BOX GRATER

Photo-etched, long-lasting, ultra-sharp, stainless steel blades- Made in USA 5 unique blade styles (Fine & Coarse; Ultra Coarse; Ribbon; Large Shaver)
Includes a removable tray to catch grated ingredients
Transparent measurement window on both sides
(capacity to capture 2 1/2 cups/600 ml)
Non-slip handle and rubber feet for maximum leverage & stability





#34009
Black & Stainless Steel
4 Pack / Sleeve + Protective Film
UPC: 098399340098

Fine



CITRUS, HARD CHEESE, GINGER, NUTMEG, GARLIC

Ribbor



COCONUT, CARROT, APPLE, ZUCCHINI, CHOCOLATE

Large Shaver



HARD CHEESE, CHOCOLATE, TRUFFLE,
BUTTER & MORE

Coarse



CHEESE, CARROT, GINGER, COCONUT, NUTS
HORSERADISH & MORE

Ultra Coarse



POTATO, CHEESE, CABBAGE,

4 SIDED BOX GRATER

Photo-etched, long-lasting, ultra-sharp, stainless steel blades- Made in USA 3 unique blade styles (fine, extra coarse & ribbon) and a slicing blade Fine blade is removable for easy access and cleaning Non-slip handle and rubber feet for maximum leverage & stability Reusable Cover for Storage











#34006 Black & Stainless Steel

UPC: 098399340067

4 Pack / Cover + Decal

Fine



CITRUS, HARD CHEESE, GINGER, NUTMEG, GARLIC

Ribbon



COCONUT, CARROT, APPLE, ZUCCHINI, CHOCOLATE

Ultra Coarse









CABBAGE, POTATO, PUMPKIN, CHEESE, BEETROOT

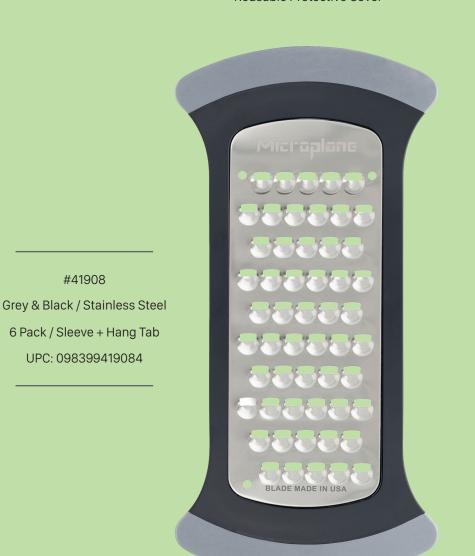
Slicer



CUCUMBER, CARROT, ZUCCHINI, GINGER

BOWL GRATER EXTRA COARSE BLADE

Designed to fit in various positions inside or on-top of your favorite mixing bowl Grate & Rice vegetables straight into a bowl Ultra-sharp, photo-etched, stainless steel Extra Coarse Blade- Made in USA Two rounded & non-slip soft-touch handles Reusable Protective Cover











Angled Inside

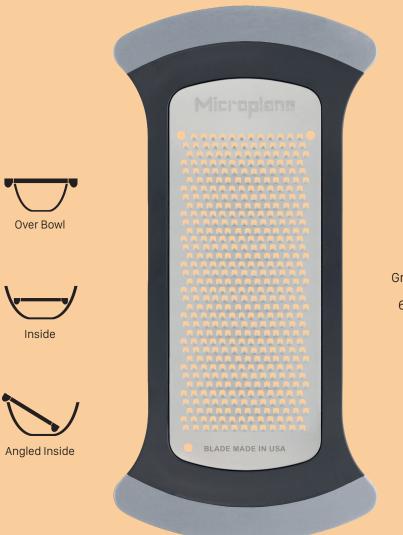


CAULIFLOWER, POTATOES, ZUCCHINI, CARROT, APPLE, CHEESE

#41908

BOWL GRATER FINE BLADE

Ultra-sharp, photo-etched, stainless steel Fine Blade- Made in USA
Designed to fit in various positions inside or on-top of a mixing bowl
Ideal for hard cheese, spices, onion, carrot, ginger, and citrus fruits
Grate foods straight into a bowl
Reusable Protective Cover



#41904
Grey & Black / Stainless Steel
6 Pack / Sleeve + Hang Tab
UPC: 098399419046



HARD CHEESE, CINNAMON, NUTMEG, GARLIC, CARROTS, GINGER, CITRUS

SPICE MILL



Designed to grate & store hard spices, such as nutmeg, cinnamon, Tonka beans and more
Photo-etched, ultra-sharp stainless steel blade, Made in USA

Effortless grating for superior results

Spices are precisely & finely cut for a full aroma
Includes an airtight compartment to store spices

Handy silicon cover included to avoid mess

#48060

Black

6 Pack / Box + Hang Tab

UPC: 098399480602





CINNAMON, NUTMEG, TONKA BEAN, LONG BLACK PEPPER, PEPPERCORN, NUTS

ADJUSTABLE V-BLADE SLICER

WITH JULIENNE FEATURE

The compact V-Blade Slicer with the Julienne feature offers two cutting options:

Long lasting, ultra-sharp, V-Blade - effortlessly and precisely cuts fruits, vegetables and cheeses into slices

Extreme sharp Julienne teeth - cut ingredients into long thin uniform strips

Reversible Deck - flip the deck over to switch from slices to Julienne strips

Infinity Dial - select your own thickness. Choose from paper-thin to ultra-thick!

#48040

Black

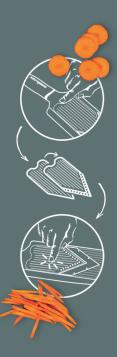
4 Pack / Sleeve + Protective Film

UPC: 098399480404

V-Blade



CUCUMBER, CARROT, POTATO,
BEETROOT, PEEPER, ORANGE, CABBAGE

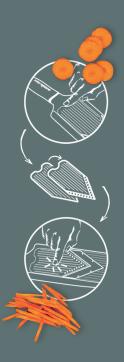




Julienne Blade



RADISH, CELERIAC



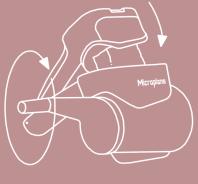


ROTARY GRATER

Photo-etched, long-lasting, ultra-sharp, stainless steel blade- Made in USA Fine blade effortlessly grates hard cheese, chocolate and nuts









Enjoy!





UPC: 098399390048



FLEXI ZESTI™

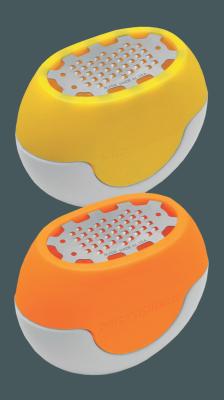
Photo - etched, ultra - sharp, fine blade — Made in USA,
creates flavorful and aromatic zests
Effortlessly and precisely zest citrus fruits, silicone top
flexes and adapt to the shape of the citrus fruit
Enclosed dish collects zest as it falls from the blade
The compact Flexi Zesti™ conforms to the curve of your palm
Dishwasher Safe

#34630

Yellow

12 Pack / Decal

UPC: 098399346304



#34830

Orange

12 Pack / Decal

UPC: 098399348308

12 pack Mixed CDU available

GINGER TOOL 3IN1

One tool to peel, slice and grate ginger
Photo - etched, ultra - sharp, fine blade - Made in USA
Easily grates ginger into a fine paste
Slicing Blade for thin ginger slices
Peels ginger quickly, replaces the use of a spoon



#48910

Black / Grey

UPC: 098399489100

6 Pack / Backer

CUT-RESISTANT ADULT GLOVE

For safer food preparation while
working with graters.
Made from cut-resistant,
synthetic fibers
(Polyethylene, polyamide,
fiberglass and elastane).
Comfortable to wear.
For either hand, one size fits most
FDA compliant for food contact
EN388 5 cut resistant (EU standard)
ANSI 3 cut resistant (US standard)
Machine washable, drip dry.



#34007

Grey / Black Stitching

UPC: 098399340074

4 Pack / Header Card

JAR LID ETCHED GRATER SET

Fits wide mouth jars
Includes 1 fine blade and 1 ribbon blade - jars not included
Perfect for making on-the-go jar salads and soups
Make your own spice rubs or vinaigrettes
Ultra sharp blades made in the USA



#36024

Stainless Steel & Black

UPC: 098399360249

10 Pack / Header Card

CUT-RESISTANT KID GLOVE

For safer food preparation while
working with graters.
Made from cut-resistant,
synthetic fibers
(Polyethylene, polyamide,
fiberglass and elastane).
Comfortable to wear.
For either hand, one size fits most
FDA compliant for food contact
EN388 5 cut resistant (EU standard)
ANSI 3 cut resistant (US standard)
Machine washable, drip dry.



#34607

Grey / Yellow Stitching

UPC: 098399346076

4 Pack / Header Card

MINI V-BLADE MANDOLINE SLICER

Reusable blade cover for safe storage
Long lasting, ultra-sharp V-blade for effortless and precise slicing
Slices strawberries, eggs, tomatoes, mushrooms and other soft foods
Not recommended for root vegetables
Large capacity food holder with hand guard keeps fingers safe
Reversible deck to easily change from thin to medium slices - lift and
remove deck completely for super thick slices
Dishwasher safe / Hand wash cover

#41940 Black / Grey ck / Backer Card

UPC: 098399419404

V-Blade

STRAWBERRIES, EGGS, TOMATOES, MUSHROOMS
AND OTHER SOFT FOODS

(NOT RECOMMENDED FOR ROOT VEGETABLES)





BUTTER BLADE

Cleanly slices pats of butter and cuts through paper wrapping
Creates soft strands of butter for spreading cold butter
Make attractive curls with butter for garnishing
Works with cream cheese
Dishwasher safe/Hand wash cover
Reusable cover to protect blade in storage
Patented D822,444



#4115

Stainless Steel & Red

UPC: 098399411514

6 Pack / Backer Carc

12 Pack CDU Available

7-IN-1 ULTIMATE BAR

Excellent tool for a mixologist with 7 functions

Muddler with protective cover in place

Stainless steel blade includes:

Hole at top to stir drinks / Strainer holes along flat edge / Partial paring knife to score and cut / Channel knife for medium twists

Peeler to make flaming orange twists is included on base of handle under protective cover

Dishwacher safe / Hand wash covers



#41060

Stainless Steel & Black

UPC: 098399410609

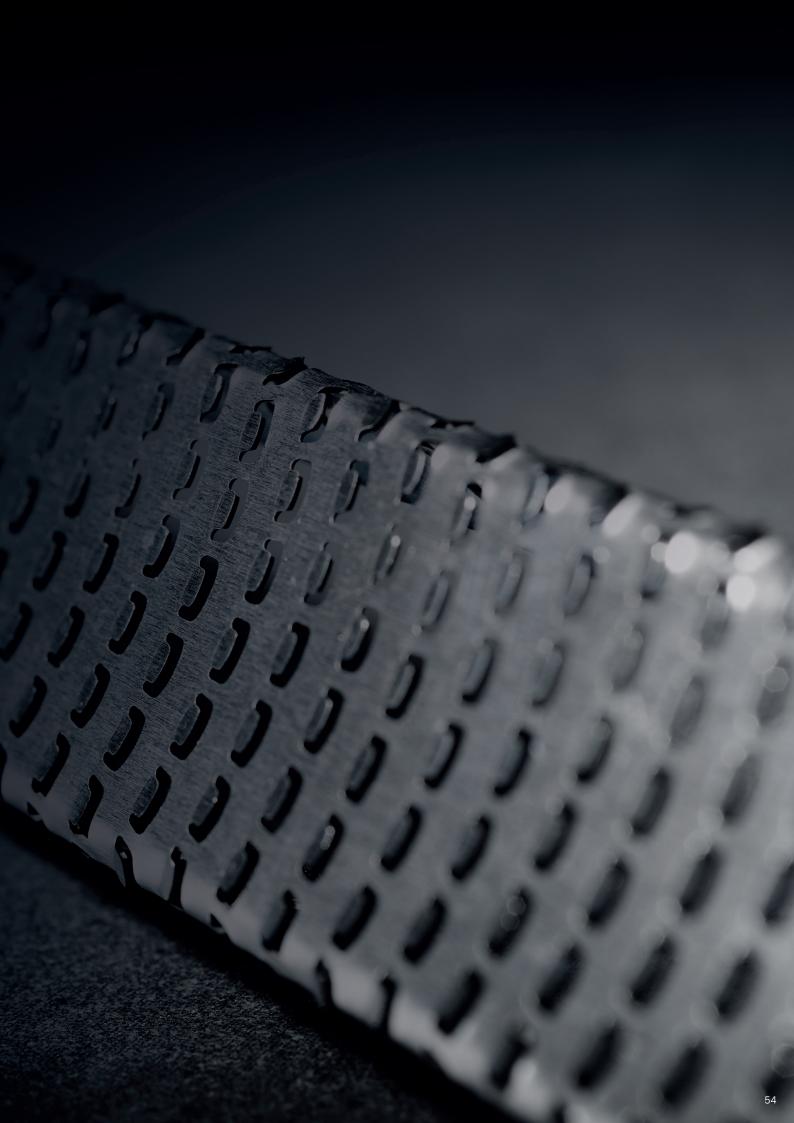
6 Pack / Backer Card

12 Pack CDU Available

BLADE GUIDE

Microplane® graters provide professional and home cooks with a wide variety of superior blade styles. The blade styles vary from very fine to extra coarse to satisfy every cooking requirement. Every blade style can be used on a variety of foods. It is simply a matter of choice, depending on which grating result is desired. The texture and aroma of the food will change depending on the different blade style creating a different grating result. One person may prefer the cheese fine, whilst another rather coarse. It is really just a matter of individual taste.

Whatever the need though, a Microplane® Grater makes the kitchen task effortless, efficient and a pleasure to work with.





Our famous Zester Blade Style grates very fine, producing a soft, ultra- fluffy grating result. It is ideal for everything that you want to have finely grated and full of flavor.



The Spice blade is our smallest blade style and it creates a super fine powder-like grating result.







The Fine blade produces a very delicate, fine texture. A fine cut also produces a more intense flavor on a dish or directly on the tastes buds due to its super-fine and rich nature. The more moist foods like ginger, cloves or chili produce a puree-like texture.



The Coarse blade creates small strands of grated food that are slightly coarser than that of the fine blade.







This blade creates large strands of ingredients that are ideal when you want to highlight the taste of an individual ingredient or if you need bigger amounts of grated foods.



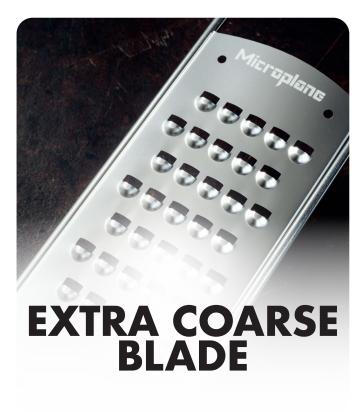
The Ribbon blade is designed to grate in both directions allowing a natural back and forth movement. The Ribbon Blade Style creates medium thin-bride 'strips'- a similar texture to the shaver just a bit finer and thinner.





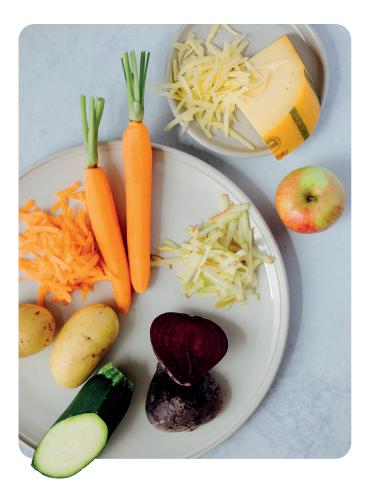


Create visually appealing dishes by adding beautiful shaved pieces of food. The Large Shaver blade creates wide but extremely fine shavings. The beautiful shavings not only make a visually stunning impression but also create an individual and intense texture of flavor.



The Extra Coarse blade creates large strands of grated food that are very similar to 'julienne-strips' but just a bit thicker and wider. When you want to highlight the taste of an individual ingredient, this would be the ideal blade style.





PERSONAL CARE

SOLE SURFER FOOT FILE



#70620 Blue 6 Pack / Cover + Decal UPC: 098399706207



#70220 Green 6 Pack / Cover + Decal UPC: 098399702209



#70520 Orchid 6 Pack / Cover + Decal UPC: 098399705200

Cover doubles as a skin receptacle • Soft touch handle for comfort • Filing surface: 3.88" x 1.88" (9.86cm x 4.78cm)

- Perfect size for keeping by the tub or sink Surgical grade stainless steel filing surface, made in USA
 - Plastic frame material designed to withstand professional sanitizing solutions, such as Barbicide



SOLE SURFER FOOT FILE CDU

#73520
Assorted Blue / Green / Orchid
12 Pack CDU / 1 Case Pack
Cover + Decal
UPC: 098399735207

PERSONAL CARE

ORIGINAL PADDLE FOOT FILE









#70331 Teal 6 Pack / Backer Card UPC: 098399703312 #70231 Green 6 Pack / Backer Card UPC: 098399702315

#70531
Pink
6 Pack / Backer Card
UPC: 098399705316

#70131 White 6 Pack / Backer Card UPC: 098399701318

Skin receptacle and cover included • Curved handle for comfort

- Smaller overall size slips into a purse or overnight bag for quick touchups
- Filing Surface 2.5" x 1.125" (6.35cm x 2.86cm) Surgical grade stainless steel filing surface, made in USA
 - Plastic frame material designed to withstand professional sanitizing solutions, such as Barbicide

ORIGINAL PADDLE FOOT FILE CDU

#73530
Assorted Teal / Green / Pink / White
12 Pack CDU / 1 Case Pack
Backer Card
UPC: 098399735306



COUNTER DISPLAY UNITS











PREMIUM ZESTER CDU

#57020
Black

12 Pack CDU / 1 Case Pack

Cover + Decal

UPC: 098399570204

#57121
Pomegranate Red

12 Pack CDU / 1 Case Pack
Cover + Decal
UPC: 098399571218

#57720
Assorted Eucalyptus Green / Dusty Rose
12 Pack CDU / 1 Case Pack
Cover + Decal
UPC: 098399577203





MASON JAR CORN STRIPPER CDU

#47086

6 Pack CDU / 1 Case Pack

Shrink Wrap + Instruction Booklet

UPC: 098399470863





MASON JAR SLICER CDU

#47065

6 Pack CDU / 1 Case Pack
Shrink Wrap + Instruction Booklet
UPC: 098399470658





MASON JAR SPIRALIZER CDU

#47009

6 Pack CDU / 1 Case Pack

Shrink Wrap + Instruction Booklet

UPC: 098399470092



7-IN-1 ULTIMATE BAR TOOL CDU

#47060

12 Pack CDU / 1 Case Pack Swing Tag

UPC: 098399470603

ARTISAN ASSORTED CDU

#47142-6

Assorted Red / Green / Fine / Coarse

12 Pack CDU / 1 Case Pack

Cover + Decal

UPC: 098399471426





FLEXI ZESTITM ASSORTED CDU

#47530

Assorted Yellow / Orange

12 Pack CDU / 1 Case Pack

Decal

UPC: 098399475301

BUTTER BLADE CDU

#47151

Red

12 Pack CDU / 1 Case Pack

Backer Card

UPC: 098399471518



PERMANENT DISPLAY UNITS

Microplane® offers eye-catching, well-designed retail point of purchase displays to not only best showcase the company's growing line of specialty kitchen tools and hand-held graters, but also to stir impulse purchases. Depending on the different needs of the retailer.



BLACK STEEL COUNTER DISPLAY*

#36275

Black Steel

Includes 19 hooks

Compact / rotary / 2-sided

UPC: 098399362755

20" x 18.5" x 11"









BLACK STEEL CROCK*

#36164

Black Steel crock is perfect for displaying 12 of the Premium Classic Series Zesters

UPC: 098399361642

7.25" x 8"

* Graters not included

POS MARKETING MATERIALS







STAND-UP-DISPLAYS-ELLIPSE

71" x 20"





TABLE TENT

66

CARE & HANDLING TIPS

To guarantee a long life for your blades and to have a safe, efficient and fun grating experience, we have put together some care and handling tips for your consideration.

GRATING WITH MINIMAL EFFORT

- Due to the sharpness of the blades, with no pressure and minimal effort, the food slides gently, quickly and easily from the blade without tearing or shredding or blocking to produce perfect results every time
- There is no need to apply any pressure while grating, making the grating job easy and fun and minimizing the risk of getting hurt, by slipping off the blade when applying too much pressure.

HOW TO ZEST CITRUS FRUITS EASILY

- Take the citrus fruit in your hand. Turn the sharp blades/ teeth towards the fruit and gently slide along the surface of the fruit while turning the fruit constantly. This method gives you control and helps to not grate into the white bitter pith.
- The grated food is then collected on the backside of the grater.
- To get the zest off the blades, simply tap the grater or use finger or a spoon to slide the grated food off.
- We also recommend using organic untreated citrus fruits when zesting.

CHEESE GRATING MADE EASY FOR KIDS

- Simply place the block of cheese on the working space, then turn the grater around, the sharp blades facing the food and away from you.
- Gently slide over the food with the blades. The grated food is then captured on the backside of the grater to allow for better metering.
- This method of grating ensures for instance that children do not come in contact with the sharp blades since the sharp blades are only facing towards the food and not the fingers.

SECURE STORAGE

- Each Microplane product is equipped with a protective cover. Always ensure to place the cover over the blades when not in use.
- Then when stored in a drawer or cabinet, the fingers are protected from the sharp blades when reaching for it.
- Having the cover over the blades, also ensures that the blades maintain sharpness over a longer period since it minimizes the contact with other tools.

FLEXIBLE AND SECURE USAGE

- Each of our hand-held paddle graters is equipped with non-slip rubber feet. This allows you to safely maintain the proper angle and stability whilst grating food as safe grating on trays, in bowls and any different working surfaces.
- Better stability and comfort are guaranteed with the rubber foot.

CLEANING MADE EASY

- Straight after using the grater, tap off the food of the blades on a cutting board or any other working space.
- Then simply rinse under water and drip dry.
- This helps eliminating that food will dry onto the blade which will make it more difficult to clean later.

DISHWASHER SAFE

- All Microplane graters* are dishwasher safe.
- To ensure though that the blades stay sharp as long as possible, we do recommend washing them by hand.
- Please note that the protective covers that come with our products are not suitable for the dishwasher. Please always clean them by hand.

*Except our Master-Series that has walnut handles that need to be hand wash only (but do not soak in water)

HOW TO SELL MICROPLANE® BEST

MAKE THE SUPERIOR MICROPLANE® QUALITY TANGIBLE AND LET YOUR CUSTOMERS EXPERIENCE THE DIFFERENCE THROUGH:

- **Product Training:** Seek product training from our sales representatives so that you and your employees can better explain Microplane® and convey the superior quality and enjoyment of use to your customers.
- **Trial Stations:** Let your customers try the Microplane product for themselves. It is the best way to explain the Microplane quality. To enhance the experience, Microplane would be happy to send a Premium Classic Zester free of charge for you to place at your demo counter in the store.
- **Product demonstrations:** This is how your customers can best experience the unique quality of Microplane® products.

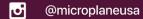
MAKE MICROPLANES® COMPETENCE VISIBLE BY:

- Ensuring being fully stocked of our bestseller, the Premium Classic Zester. The original is appreciated by chefs worldwide and is a popular guest in many TV shows. Also create a stage for it in your business. In many classic and modern colors, the Zester is guaranteed to draw attention.
- Offering a wide assortment of blades. Microplane® beginners will quickly become Microplane® enthusiasts and demand additional blade variants. Do not miss sales of the other series, such as Gourmet, Professional, Master, Specialty and many more. Make the first user a repeat customer and win them over as a completely satisfied customer.
- Position Microplane® graters in several places to cross merchandise, they only need small shelf space to create a high rotation.
- Provide detailed information for your customers and point out the superiority of the high-quality Microplane® grater. Our blades come with over 50 years of experience with photo-etching technology. Talk to your customers or use our brochures, flyers, recipes, videos, posters and much more.

AWAKEN THE EMOTIONS OF YOUR CUSTOMERS:

- Introduce inspiring recipes using a variety of Microplane® blades.
- Point out well-known personalities that are using Microplane® products > create a sense that Microplane® is on everyone's lips.

For inspiration, tips and tricks and the latest product news follow us at:





MicroplaneKitchenUSA1994



Microplane® USA 614 SR 247 Russellville, AR 72802, USA Tel: +1.800.555.2767 kitcheninfo@microplane.com www.microplane.com