

## 6 Gift Ideas Under \$50 for Foodies

Want to delight the foodies on your shopping list with a kitchen gadget that makes food preparation easier and costs less than \$50? **West Blade™** graters and zesters offer the first grater blade improvement in decades: “tineless” blades. This patented technology enables bi-directional grating and zesting. The West Blade collection is available exclusively at Williams Sonoma.



### Gift Ideas for Foodies:

- 1 The **West Blade™ Rotary Grater** has the remarkable ability to shred soft foods (which most graters can't do) like fresh mozzarella cheese and hard boiled eggs, in addition to hard cheeses and chocolate. It comes with a West Blade Coarse Shredder blade for soft cheese, and a West Blade Medium Flake Blade for hard cheese and chocolate. \$49.95
- 2 The **West Blade™ Zester** captures flavorful citrus zest and won't take the bitter pith (the pale, spongy layer under the colorful rind). This patented blade design allows you to zest quickly and efficiently. A protective blade cover is included. \$19.95
- 3 + 4 The **West Blade™ Small Flake Hand Grater** and **West Blade™ Large Flake Hand Grater** enable you to rapidly shave hard cheeses and create delicate flakes of chocolate. Each grater comes with a food pusher/hand guard and protective blade cover. \$19.95 each
- 5 The **West Blade™ Box Grater** features three West Blade grating surfaces (Small Flake, Large Flake, and Coarse), and one traditional coarse grating surface for shaving, grating and flaking hard cheeses, chocolate, and vegetables. The soft-touch handle and nonslip base help keep the grater in place while you work. \$49.95
- 6 The **West Blade™ Container Grater** comes with three West Blade grating surfaces (Fine, Large Flake, and Zester), one traditional coarse grating blade, a universal handle and frame, and a clear plastic container. Snap a blade into the frame and place on top of the container to capture food as you grate – or use it without the container. Shred, finely grate, shave thin layers, zest citrus peels, and more. \$49.95

### **Origin Story**

For the ultimate graters, we turned to an innovative culinary team. As a sous chef, inventor Ben Willis needed to zest citrus for an entire menu, so he created a bi-directional grater that helped cut prep time from 45 minutes down to five. He teamed up with Joe Dieter, whose food-centric background placed design and function above all else. Together, they worked with Lifetime Brands, Inc. to bring the tools' speed and convenience to home chefs. The West Blade™ collection is available exclusively at Williams Sonoma.

### **ABOUT WILLIAMS SONOMA**

Since its founding by Chuck Williams in 1956, the Williams Sonoma brand has been bringing people together around food. A member of Williams-Sonoma, Inc. (NYSE: WSM) portfolio of brands, Williams Sonoma is a leading specialty retailer of high-quality products for the kitchen and home, providing world-class service and an engaging customer experience. Products include cookware, cooks' tools, cutlery, electrics, bakeware, food, tabletop and bar, outdoor, cookbooks, as well as furniture, lighting and decorative accessories. Each store offers cooking classes and tastings conducted by expert culinary staff. A comprehensive gift registry program for weddings and other special events is available in stores and online. On Williams-sonoma.com and the Williams Sonoma blog, Taste, customers can find recipes, tips, and techniques that help them create delicious meals and wonderful memories. Williams Sonoma is also part of an active community on Facebook, Instagram, Twitter, Pinterest, Google+ and YouTube.

### **ABOUT LIFETIME BRANDS, INC**

Lifetime Brands is a leading global provider of kitchenware, tableware and other products used in the home. The Company markets its products under well-known kitchenware brands, including West™ Blade, Farberware®, KitchenAid®, Sabatier®, Amco Houseworks®, Chicago™ Metallic, Copco®, Fred® & Friends, Kitchen Craft®, Kamenstein®, Kizmos™, La Cafetière®, Misto®, Mossy Oak®, Reo®, Savora™, Swing-A-Way® and Vasconia®; respected tableware and giftware brands, including Mikasa®, Pfaltzgraff®, Creative Tops®, Empire Silver™, Gorham®, International® Silver, Kirk Stieff®, Towle® Silversmiths, Tuttle®, Wallace®, Wilton Armetale®, V&A® and Royal Botanic Gardens Kew®; and valued home solutions brands, including Bombay®, BUILT NY®, Debbie Meyer® and Design for Living™. The Company also provides exclusive private label products to leading retailers worldwide. The Company's website is [www.lifetimebrands.com](http://www.lifetimebrands.com).

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