

THE GRATER E-MAIL

*At long last I am able to send you the “Grater email”, (unless you were one of the very few who got it in January - apologies if that is the case) - but there’s a **new twist** in this one, so do read on...*

“The other day we were having dinner with friends, who coincidentally are Red Apron members, and he (who shall remain nameless) said that he bought his Microplane in Australia. After they’d picked me up off the floor I told him that we’ve been stocking these magic graters for at least the last five years.



So, I begin to wonder if you are aware of these fantastic graters, the 'cutting edge' of grater technology. (This is the first and last pun that I intend to use on a subject that could be full of them!)

I can still remember the amazement that I had the first time I used one of these graters. After just a few strokes of Parmesan to the etched surface there was a

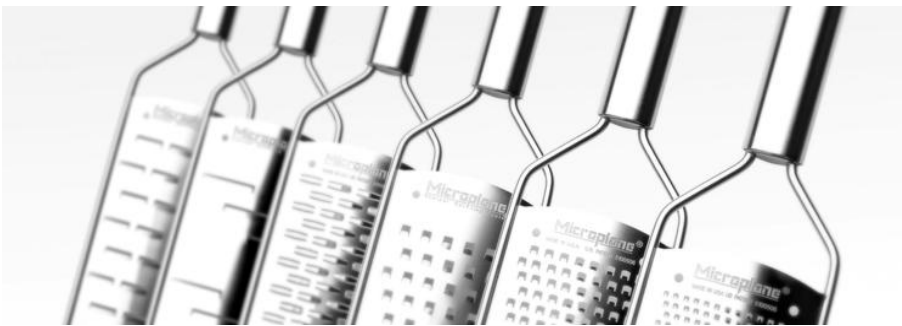


huge pile of beautifully fragrant cheese, quite disproportionate to the effort I'd put in. I could wax lyrical about these things, but what is certain is that I'm now a 'Grater Snob'. The traditional graters have now all disappeared from our kitchen, replaced by these high-tech miracle workers.

You may be thinking to yourself, how can a grater be high-tech? Well, it's all in the etching! Instead of a piece of steel that has some holes quite crudely punched through it, the Microplane grater starts life as

a high quality sheet of stainless steel in which slits (or blades, if you like) are precision etched. This gives a fiercely sharp edge, definitely one to keep clear of your fingers, but that's what makes it so effortless. In most cases, you will find yourself using less energy, having more control, and achieving considerably more gratings for each stroke. And if you are afraid of cutting your pinkies, then there's a 'mandolin-type' guard available as well, that enables you to grate every last bit without wastage or any spilt blood!

I asked Babette for her slant on the Microplane. She pointed out that nearly everyone in the shops has at least one. That's a pretty good recommendation! (I think we've got four at home).



“Which one would you recommend?” I asked her. “All of them”, she said with a twinkle in her eye. But then went on to say, “because they're all so good for

different jobs”. “OK, but what if you weren't quite so convinced. What would you start with?” “The Coarse One”, came the reply, “as it's the one that allows you to do the broadest range of jobs”.

So, what does this mean to you? It means you don't have to get out the food processor in advance. If you want to add courgette or carrot to a Bolognese for instance (secretly so the children don't know they're eating healthily) you can do so. Using the Coarse Microplane you can add half an onion to a dish as it cooks. It can be done in seconds. And of course it saves on the washing up!

Naturally they are dishwasher safe – and they're guaranteed for 5 years to boot!

They are in fact:

- Easy to use
- Easy to clean
- Fast and efficient
- Effortless

The Fine one excels at grating chocolate, lemon zest, nutmeg, Parmesan, garlic and root ginger, (normally a bit of a sod to grate, and something I wouldn't mind betting you can't do on your old faithful grater handed down to you by your grandmother).



The Coarse one is good for grating onions, carrots, courgettes, and fruits for babies. And Babette recently tried it for Truffles. It will also do all the jobs of the fine one to a coarser result.

The Extra Coarse is best for Cheddar, Cheshire etc as the others tend to grate too finely. And is wonderful if you want small ribbons of Parmesan all over your salad or risotto, which gives not just the flavour, but texture as well.



There is also a Microplane for **Shavings**.

Miroplanes are available in 3 models:

- Original blue handle – £18.99
- Stainless steel handle – £19.99
- New black handle professional – £16.95

If and when you buy one, I'd love to know what you think.

I wish you a very happy and successful New Year.

Andrew Duncan

P.S. If you're not absolutely delighted with your Microplane(s) please feel free to return it (them) for a full refund."

So, what's the new twist now in May?

Well it's a form of bribery that the retailer in me uses from time to time: and it's called a Special Offer.

Microplanes are expensive for a grater, but addictive because when you have one you often want another, so if I can help you towards your 'kitchen nirvana' – and test an age-old Marketing idea out on you at the same time – then it's a happy symbiotic situation.



So my offer is 'Buy one, get a second at 1/2 price'. (To qualify: Just say at the till that you want to benefit from the email offer, or if you're buying online, just order two at the normal price and we'll do the reduction manually.)

This offer is valid until the end of this month (May 2006) and is only being offered you as you are on our email list, (the beauty of email is that I can spend more on offers to you than on printing and stamps!)

Incidentally, the handle colour up till now has always been a rather distinctive blue (whatever the blade type), but new stock arriving is colour coded, which is a simple but clever idea – and an improvement.

My best wishes

Andrew Duncan