



For immediate release

### Wellcome Presents

#### **Exclusive Thomas Carbon Stainless Steel Knives Series**

*Made with carbon stainless steel; Elegant design combines form and function*

**(1 April 2010, Hong Kong)** Wellcome today announced a free redemption programme for knives under the **Thomas Carbon Stainless Steel Knives Series** so that customers can save more and get more. Celebrity chef Jacky Yu and champion of “Beautiful Cooking” Kitty Yuen have been specially invited to be the first to try out the knives and share the uniqueness of the knives series as well as their personal tips on cooking and cutting.

Wellcome and Thomas, the prestigious century-old German company, are presenting yet another instant design classic: the new 8-piece Carbon Stainless Steel Knives Series, masterfully designed for an elegant union of form and function. Made with carbon stainless steel, these knives are stronger and more durable, while retaining the advantage of rust resistance. The streamlined design of the knives perfectly complements modern kitchen designs, while the meticulously balanced blade and handle ensure a comfortable grip. As well, the knives’ special unibody design prevents bacterial build-up and eliminates related hygiene issues.

Diane Chiu, Marketing Director of Wellcome, said, “We always listen to our customers so that we can provide them with innovative and exclusive offers. Being aware of the increasing demand for high quality kitchenware and the growing popularity of home cooking, we are presenting the stylish and easy to use Thomas Carbon Stainless Steel Knives Series to our customers for free redemption. We hope to provide added value to our customers’ shopping experience and enhance their culinary enjoyment. We are hosting today’s sharing session to give the media and a select group of culinary bloggers – the real end-users of kitchenware – an opportunity to try out the knives series and exchange techniques and experiences. This type of interactive sharing enables us to better understand and serve our customers’ needs.”

#### **Redemption details:**

Important dates for the **Thomas Carbon Stainless Steel Knives Series** Redemption Programme:

- ❖ Stamps will be distributed from 2 April, 2010 to 8 July, 2010.
- ❖ All items under the **Thomas Carbon Stainless Steel Knives Series** must be redeemed before 22 July, 2010.

Tips for stamps collection:

- ❖ Customers will receive 1 stamp upon spending up to HK\$60 and 2 stamps upon spending up to HK\$120, and so on.

Tips on collecting more stamps:

- ❖ 1 extra stamp for purchase of 1 “bonus buy” item or a designated quantity thereof; 2 extra stamps for 2 “bonus buy” items or 2 designated quantities thereof, and so on.
- ❖ Customers will receive double the number of stamps upon spending HK\$300 or more on Saturdays and Sundays.

Note: Please refer to attached Wellcome’s Thomas Carbon Stainless Steel Knives Series Redemption Programme Fact Sheet for details about the programme.

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### **About Wellcome**

Founded in 1945, Wellcome is Hong Kong’s largest and longest established supermarket chain. Since 1964, the company has been wholly owned by Dairy Farm. With a staff of around 5,000, Wellcome’s network of over 260 stores in Hong Kong serves more than 14 million customers every month. Wellcome is committed to maintaining its market-leading position by providing a one-stop shopping convenience to customers and consistently delivering a value for money through friendly services. Wellcome will continue to improve their shopping experience, provide more value-for-money products and even better service for their customers. Please visit <http://www.dairyfarmgroup.com> or <http://www.wellcome.com.hk> for more details.

For further information, please contact:

#### **Wellcome**

Diane Chiu (Marketing Director)

Tel: 2299 3899 / 9612 0057

Email: [dchiu@dairy-farm.com.hk](mailto:dchiu@dairy-farm.com.hk)

#### **Weber Shandwick**

Pamela So

Tel: 2533-9916 / 9122-6168

Email: [ps0@webershandwick.com](mailto:ps0@webershandwick.com)

Annie Sin (Group Marketing Manager)

Tel: 2299 3458 / 9612 1777

Email: [asin@dairy-farm.com.hk](mailto:asin@dairy-farm.com.hk)

Shirley Wong

Tel: 2533-9935 / 9174-3366

Email: [shwong@webershandwick.com](mailto:shwong@webershandwick.com)



**Wellcome's Thomas Carbon Stainless Steel Knives Series  
Redemption Programme Fact Sheet**

Wellcome is introducing an exclusive programme that offers free redemption of the **Thomas Carbon Stainless Steel Knives Series** from the century-old German brand. The 8-piece series caters to different cutting needs and masterfully designed for stylishness and ease of use. Also offered at special discounted prices are Thomas chopping boards and knife blocks.



**Thomas Carbon Stainless Steel Knives Series**

Product Features:

- ❖ **Durable** – Made with carbon stainless steel, an even stronger and more durable material while retaining the advantage of rust resistance
- ❖ **Hygienic** – Special unibody design for preventing bacterial build-up and eliminating hygiene issues
- ❖ **Perfectly weighted** – Precisely calibrated weight distribution between blade and handle for optimal balance and







exceptionally comfortable grip





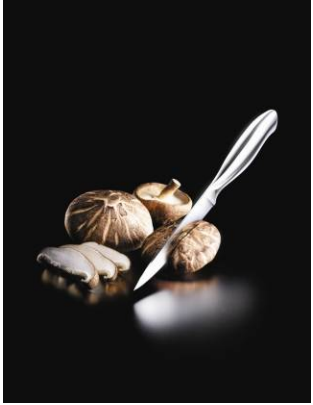

- ❖ **Beautiful** – Streamlined shape complements modern kitchen design


**A full set of Thomas Carbon Stainless Steel Knives Series includes:**

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| <p>1. <b>(Featured) Kitchen Shears</b></p> <ul style="list-style-type: none"><li>❖ 123mm long</li><li>❖ Spring-loaded scissors designed to easily cut through all kinds of animal cartilage and even lobster shells</li><li>❖ <b>75 stamps</b> for free; or <b>35 stamps plus HK\$59.9</b></li><li>❖ Retail price: HK\$1,000</li></ul> |   |
|--|---|



<p><b>2. (Featured) Large Santoku Knife</b></p> <ul style="list-style-type: none"> <li>❖ 175mm long</li> <li>❖ Popularly known as the santoku hocho, which means “Three good things”, this knife has specially designed grooves that prevent foods from sticking to the blade, ideal for slicing raw meats and sashimi</li> <li>❖ <b>65 stamps</b> for free; or <b>35 stamps plus HK\$49.9</b></li> <li>❖ Retail price: HK\$750</li> </ul>	 
<p><b>3. (Featured) Cook's Knife</b></p> <ul style="list-style-type: none"> <li>❖ 195mm long</li> <li>❖ Features an exceptionally sharp and pointed blade for tackling meat and fish</li> <li>❖ <b>65 stamps</b> for free; or <b>35 stamps plus HK\$49.9</b></li> <li>❖ Retail price: HK\$750</li> </ul>	 
<p><b>4. Cleaver</b></p> <ul style="list-style-type: none"> <li>❖ 180mm long</li> <li>❖ Extra-large blade ideal for preparing different kinds of meat for both Chinese and Western dishes</li> <li>❖ <b>80 stamps</b> for free; or <b>40 stamps plus HK\$64.9</b></li> <li>❖ Retail price: HK\$1,000</li> </ul>	 

<p><b>5. Bread Knife</b></p> <ul style="list-style-type: none"> <li>❖ 196mm long</li> <li>❖ With its serrated edge, this knife is equally effective for cutting baguette or fresh tomatoes</li> <li>❖ <b>60 stamps</b> for free; or <b>30 stamps plus HK\$44.9</b></li> <li>❖ Retail price: HK\$650</li> </ul>	 
<p><b>6. Small Santoku Knife</b></p> <ul style="list-style-type: none"> <li>❖ 127mm long</li> <li>❖ A compact version of the santoku hocho, this knife is perfect for preparing everyday ingredients</li> <li>❖ <b>40 stamps</b> for free; or <b>20 stamps plus HK\$29.9</b></li> <li>❖ Retail price: HK\$450</li> </ul>	 
<p><b>7. Utility Knife</b></p> <ul style="list-style-type: none"> <li>❖ 116mm long</li> <li>❖ For everyday food preparation such as chopping, slicing and peeling</li> <li>❖ <b>40 stamps</b> for free; or <b>20 stamps plus HK\$29.9</b></li> <li>❖ Retail price: HK\$450</li> </ul>	 

<p><b>8. Sharpening steel</b></p> <ul style="list-style-type: none"> <li>❖ 203mm long</li> <li>❖ An indispensable tool in the kitchen for keeping knives sharp</li> <li>❖ <b>60 stamps</b> for free; or <b>30 stamps plus HK\$44.9</b></li> <li>❖ Retail price: HK\$500</li> <li>❖ Tip: Nothing takes the hard work out of food preparation more than a razor-sharp knife; that's why a professional sharpening steel is indispensable. A sharpening steel is more convenient than traditional methods of sharpening as water is not needed for lubrication. Simply place the blade on the base of the sharpening steel at a 20 degree angle and gently slide it towards the tip of the steel. Repeat the motion, alternating between the two sides of the blade until both sides are sharp and smooth</li> </ul>	
<p><b>9. End-grain chopping board</b></p> <ul style="list-style-type: none"> <li>❖ Made with quality rubberized wood, this extra-tough chopping board features a scratch-resistant, anti-bacterial surface</li> <li>❖ Special price: HK\$129.9</li> <li>❖ Retail price: HK\$600</li> </ul>	
<p><b>10. Knife block</b></p> <ul style="list-style-type: none"> <li>❖ Professional kitchen knives require a quality knife block. This tailor-made block keeps Thomas knives organized safely and in perfect condition</li> <li>❖ Special price: HK\$109.9</li> <li>❖ Retail price: HK\$500</li> </ul>	

**Wellcome tips for taking care of knives:**

A good tool makes light work of the toughest task. Try to always sharpen the heavily used knives with a sharpening steel before and after each use. A sharpening steel will not only keep a blade razor-sharp, but will also correct the slant of its cutting edge and remove any small nicks and dents before they worsen.

## **Redemption details:**

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Note: Please refer to the stamp collection booklet for definitive details on the distribution of stamps and the Thomas Carbon Stainless Steel Knives Series Redemption Programme. The Thomas Carbon Stainless Steel Knives Series is only available while stock lasts. For enquiries, please call 2369-2226 (office hours: Monday to Friday, 9am-6pm).

**Photographs of the above set of knives are available at the following FTP location:**

**URL: <ftp://omaedcftp001.interpublic.com>**

**Username: wswhkwelcome      Password: wswhkwelcome**