

EXHIBIT J

EMERILWARE™ KNIVES
Caring For, Storing and
Using Your Knives

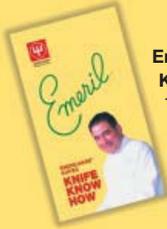


SHARPENING STEEL

Absolutely essential to keep your knives in peak cutting condition. When used correctly, the steel removes minute metal particles and realigns the microscopic teeth that form the final cutting edge.

KNIFE BLOCK

Safe, sturdy & handsome counter-top storage keeps knives right at your fingertips and ready to go.



Emeril's KNIFE KNOW HOW

The Emeril video comes complimentary with every block set. Emeril offers valuable tips, tricks and short cuts.

Are My Emerilware™ Knives Dishwasher Safe?
 Yes they are. However, good knives are an investment. The manufacturer highly recommends washing each knife by hand with warm, soapy water and towel drying thereafter.



WÜSTHOF®
 Solingen, Germany

EMERILWARE™ KNIVES

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EMERILWARE™ KNIVES
Gift and Block Sets



3 Piece Paring Knife Set



2 Piece Starter Set



6 Piece 'Essentials' Block Set



8 Piece 'Everyday' Block Set



WÜSTHOF®
 Solingen, Germany



Emeril™



EMERILWARE™ KNIVES



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EMERILWARE™ KNIVES

The *only* knives
that make Emeril
say, **"BAM!"**

Hold one in *your*
hand and you'll
see why!



THE STEEL

The optimum high-carbon/stain-resistant alloy assures a long-lasting, easily restorable cutting edge. Ground and polished to a luxurious satin finish. Molybdenum (MO) adds flexibility and resiliency to the steel making them **"BAM"** tough.

THE EDGE

Hand-honed to perfection and laser-tested for consistency. The microscopic teeth that make up the cutting edge are easily realigned on your Emerilware sharpening steel. Remember: "The sharpest knife is the safest knife."

THE HISTORY

Since 1814, Wüsthof has been the world leader in knife manufacturing. Old-world craftsmanship meets 21st Century technology in a modern, state-of-the-art facility in Solingen, Germany; the world's "Cutlery Capital."

THE PREFERENCE

Emeril wouldn't put his name on just *any* knife. Wüsthof is the brand he's always used and loved. Now you can too.

THE RIVETS

Three tubular, silver-nickel compression rivets secure the handles permanently and seamlessly to the tang.

THE FULL TANG

The extension of the blade/steel through the length of the handle (3/4 on knives below 5") provides balance and strength making each Emerilware knife a pleasure to use.

THE HANDLE

Virtually indestructible "Hostaform-C", high-impact polypropylene handles. Impervious to stains, seamless and totally hygienic. Dishwasher safe (see care suggestions).

EMERILWARE™ KNIVES

The Perfect Knife for Any Kitchen Cutting Job

3" European Paring Knife

"This straight edge parer offers precise depth control for more kicked-up tasks like cleaning shrimp, ribbon-thin peeling and great garnishes."



3" Paring Knife

"Offers close control for tasks like dicing onions, peeling apples, and coring tomatoes."



5" Serrated/Utility Knife

"Only a sharp, serrated edge like this makes quick work of the freshest breads and rolls, the ripest tomato or your favorite hard salami."



5" Parer/Utility Knife

"For peeling and paring larger fruits and vegetables, you still need the close control that you get with this great little knife. Even small slicing jobs are a breeze with this 'mini-carving knife' shaped blade."



6" Slicing Knife

"Slices ham, turkey, chicken and other delicious roasts."



8" Bread Knife

"Tough enough for slicing hard meats or salamis yet gentle enough for slicing breads and pastries without mashing."



10" Serrated Slicing Knife

"Bread-bakers and bread-lovers will love this knife for those large, fresh and crusty loaves. And for all you 'carve-a-holics' in search of the perfect knife... here it is! Slice away!"



6" & 8" Cook's Knife (8" Shown)

"The deep blade keeps the hand clear. The curved cutting edge makes this the kitchen workhorse. Chop it coarse or chop it fine. This is the knife that no Chef can live without."



Kitchen Shears

"The ultimate kitchen utensil. Whether you're snipping herbs or coupons, this is a kitchen 'must have'. They even come apart for easy cleaning."

