

EXHIBIT K

[NEWSROOM : ARTICLE DETAIL](#)[NEWSROOM CATEGORIES](#)

07

AUG
2002

Wüsthof-Trident 'Kicks It Up A Notch' With Emerilware Knives

Posted by: Terrance Pitre

Hawthorne, NY (August 20, 2002) — The finest tools and talents in the culinary world — Wüsthof-Trident and Emeril Lagasse — have joined forces to create EMERILWARE KNIVES. Designed to attract consumers at all levels of culinary skills, including novice home cooks, EMERILWARE KNIVES deliver "BAM" worthy precision results at accessible prices. In keeping with all other Wüsthof fine cutlery, EMERILWARE KNIVES are crafted from an exclusive high-carbon, stain-resistant alloy engineered to enhance edge-retention and to facilitate resharping. Made in Solingen, Germany, Wüsthof-Trident's headquarters and manufacturing base since the company's founding more than 175 years ago, EMERILWARE KNIVES feature laser-cut sharp blades for precision and consistent high quality. Well balanced with impressive heft, the new collection offers Emeril's familiar signature etched on the blade of each knife. Virtually indestructible, black poly handles are triple-riveted for strength, seamless and completely hygienic. Emerilware knives are dishwasher-safe although Wüsthof strongly recommends hand washing and drying.

"To have a great time in the kitchen, it's essential to start with good knives," says Emeril Lagasse. "They'll be your best friend, the tools you can rely on to complete a multitude of tasks in preparing food — from cutting and dicing, to mincing, chopping, slicing, carving and more. When you're equipped with well-crafted sharp cutlery, like my own, cooking is easy and fun."

Familiar with the premium cutlery brand since his early days of training to be a chef, Emeril adds, "Wüsthof knives are exceptional, and they continue to be a key ingredient in my success cooking at home with my family, in my restaurants, and on television."

In developing his eponymous line of knives with Wüsthof, Emeril has carefully honed the collection to feature his own all-time favorites, including: several different size straight-edge and serrated paring and utility knives; the cook's knife (also known as a chef's knife and the cornerstone of any knife collection) in three sizes, a versatile slicer, bread knife, and more.

EMERILWARE KNIVES are offered in a broad range of practical, gift-ready sets. Two special block sets, the six-piece "Essentials" (\$185.00 suggested retail), and the eight-piece "Everyday" (\$295.00 suggested retail) also feature an instructive, complimentary video, "Knife Know How" featuring Emeril. The block sets are packaged in colorful yellow boxes, similar to the package design of Emeril's popular signature cookware, EMERILWARE by All-Clad. EMERILWARE KNIFE sets also include: a 2-piece "Starter Set" featuring the 4-inch parer and 8-inch cook's knife (\$75.00 suggested retail); and a 3-piece "Paring Set" that includes a 2 3/4-inch peeler, 3-inch parer and 3-inch serrated parer (\$44.00 suggested retail). The initial offering also includes an indispensable 5-inch cook's knife that is available separately (\$52.00 suggested retail). Promotional prices will offer savings of 20-30 percent off the suggested retail.

Wüsthof-Trident's new EMERILWARE KNIVES will be available in September 2002 at select department and specialty stores nationwide, such as Bloomingdale's, Marshall Fields, Chef's Catalogue and EMERILS.COM, Amazon.com. For more information about EMERILWARE

- [Newsroom Home](#)
- [Announcements](#)
- [Charitable Events](#)
- [e2 GO](#)
- [Emeril Lagasse Foundation News](#)
- [Emeril Lagasse News](#)
- [Emeril's Table](#)
- [Employment News](#)
- [Events & Promotions](#)
- [On The Scene](#)
- [Press Releases](#)
- [Recent Media](#)
- [Restaurant News](#)



Michelin®
\$70
Mail-In Rebate
When you buy
any four new
Michelin® tires!
TIRE KINGDOM.
SERVICE • REPAIRS • MAINTENANCE • MORE
[GET DETAILS >](#)

[MONTHLY ARCHIVES](#)

---Select a Month---

[SEARCH THE NEWSROOM](#)

SEARCH

[MEDIA RELATIONS](#)

To request press materials or send a media inquiry, please contact:

Paige Capossela Green at pgreen@emerils.com
Emeril Brand at Martha Stewart Living
Omnimedia
601 West 26th Street, 9th floor
New York, NY 10001
212 827 8543

[RSS FEED](#)

KNIVES, consumers are welcomed to visit the company's web site: www.wusthof.com. For press information, including requests for product samples or photography, please contact Julia Stambules at JS Public Relations by phone (212) 580-2134 or email: julia@jspublicrelations.com.

EMERILWARE KNIVES is the newest collection of fine cutlery from Wüsthof-Trident. Wüsthof products are sold at select specialty and department stores in more than 70 countries. They are sought-after and used in the finest dining establishments, and the most prestigious culinary institutions. The U.S. subsidiary, Wüsthof-Trident of America, Inc., is located in Hawthorne, New York.

Chef Emeril Lagasse is currently the chef/proprietor of eight restaurants, two of which are scheduled to open in 2002-2003 — Emeril's Tchoup Chop (pronounced chop-chop) at Universal Orlando's new Royal Pacific Resort in the fall, and Emeril's Restaurant Atlanta in summer 2003. Emeril became a national TV personality with the Food Network's production of "The Essence of Emeril" and "Emeril Live" which reach over 70 million homes daily. Additionally, Emeril is a food correspondent for ABC's "Good Morning America," and author of seven cookbooks, including his first kids cookbook, Emeril's There's A Chef in My Soup!

Filed Under: [Emeril Lagasse News](#)

[ShareThis](#)

[Subscribe to the Newsroom RSS Feed](#)



Main Links

[Home](#) [Recipes](#) [Restaurants](#) [Cooking Blog](#) [Video](#) [About Emeril](#) [Newsroom](#) [Shop](#)

Sign up for the eGram



[Site Map](#) | [Site Information](#) | [Contact Us](#) | [Employment](#)

[Pinterest](#) : [Follow Emeril on Pinterest](#)

[Twitter](#) : [Follow Emeril](#)

[Facebook](#) : [Emeril Lagasse Official Page](#)
[NOLA](#)
[Delmonico Steakhouse](#)
[Lagasse's Stadium](#)
[Emeril's Italian Table](#)

[Emeril's New Orleans](#)
[Emeril's Orlando](#)
[Emeril's New Orleans Fish House](#)
[Emeril's Chop House](#)
[e2 Emeril's Eatery](#)

[Emeril's Delmonico](#)
[Emeril's Tchoup Chop](#)
[Table 10](#)
[Burgers and More](#)



Quick Search

SEARCH

Select a Search: [Recipes](#)

[RECIPES](#) [RESTAURANTS](#) [COOKING BLOG](#) [VIDEO](#) [ABOUT EMERIL](#) [NEWSROOM](#) [SHOP](#)

NEWSROOM : ARTICLE DETAIL

NEWSROOM CATEGORIES

03 **Wüsthof Launches Redesigned Line of Emerilware Knives**

MAR
2005

Posted by: [Terrance Pitre](#)

Company Dedicates Solingen Facility to the Craftsmanship of Growing Collection

Briarcliff Manor, NY (February 18, 2005) - Leading premium company Wüsthof-Trident, in partnership with America's hottest chef and TV personality Emeril Lagasse, introduce a newly enhanced and expanded line of EMERILWARE KNIVES. Expertly crafted in Solingen, Germany at a new Wüsthof facility dedicated solely to manufacturing EMERILWARE KNIVES, the new collection will be unveiled at the upcoming International Housewares Show in Chicago (March 20-22, 2005). Wüsthof's booth number is #12585.

Wüsthof's new EMERILWARE KNIVES feature a laser-sharp blade, personally selected by Emeril Lagasse for its' precision, and a new molded black handle to ensure greater comfort and a more secure grip. In keeping with all other Wüsthof high-quality cutlery, EMERILWARE KNIVES are crafted from an exclusive high-carbon stain-resistant alloy that is engineered to enhance edge-retention and facilitate re-sharpening. Additionally, the knives include Emeril's familiar signature etched on the blade of each knife.

"Our partnership with Emeril Lagasse, which began in 2002, has been very successful, and we're excited to 'kick it up a notch' this year with an enhanced line that provides our customers a better product, a deeper assortment, excellent value, improved packing and the personal endorsement of the country's favorite chef," says Scott Severinson, president of Wüsthof-Trident of America, Inc.

The new assortment includes 18 Open Stock Kitchen Knives and accessories - priced from \$9.99 for a Paring Knife to \$39.99 suggested retail for a 7-inch Hollow Santoku Knife- as well as several affordably priced gift sets and one Basic Block Set. The gift sets include a 2-Piece Asian Set (7-inch Hollow Santoku and Paring Knife) for \$49.99 suggested retail, a 3 Piece Paring Knives Set - (\$24.99 suggested retail), and a 4-Piece Steak knives Set (\$49.99 suggested retail). The new high-value 8-Piece Block Set is priced at \$149.99.

Wüsthof's new "BAM" worthy EMERILWARE KNIVES will be available at retail in June 2005.

EMERILWARE KNIVES is the newest collection of fine cutlery from Wüsthof-Trident. Wüsthof products are sold at select specialty and department stores in more than 70 countries. They are sought-after and used in the finest dining establishments, and the most prestigious culinary institutions.

#

PRESS CONTACTS:

Julia Stambules, JS Public Relations, T/F: (914)-961-0282 , Julia@jspublicrelations.com
Mimi Rice Duncan, Emeril's Homebase, 504-524-4241, mduncan@emerils.com

Filed Under: [Press Releases](#)

- [Newsroom Home](#)
- [Announcements](#)
- [Charitable Events](#)
- [e2 GO](#)
- [Emeril Lagasse Foundation News](#)
- [Emeril Lagasse News](#)
- [Emeril's Table](#)
- [Employment News](#)
- [Events & Promotions](#)
- [On The Scene](#)
- [Press Releases](#)
- [Recent Media](#)
- [Restaurant News](#)

MONTHLY ARCHIVES

---Select a Month---

SEARCH THE NEWSROOM

SEARCH

MEDIA RELATIONS

To request press materials or send a media inquiry, please contact:

Paige Capossela Green at pgreen@emerils.com
Emeril Brand at Martha Stewart Living
Omnimedia
601 West 26th Street, 9th floor
New York, NY 10001
212 827 8543

RSS FEED

 ShareThis

 [Subscribe to the Newsroom RSS Feed](#)



Main Links

[Home](#) [Recipes](#) [Restaurants](#) [Cooking Blog](#) [Video](#) [About Emeril](#) [Newsroom](#) [Shop](#)

Sign up for the eGram

GO

[Site Map](#) | [Site Information](#) | [Contact Us](#) | [Employment](#)

 Pinterest : [Follow Emeril on Pinterest](#)

 Twitter : [Follow Emeril](#)

 Facebook : [Emeril Lagasse Official Page](#)

[NOLA](#)

[Delmonico Steakhouse](#)

[Lagasse's Stadium](#)

[Emeril's Italian Table](#)

[Emeril's New Orleans](#)

[Emeril's Orlando](#)

[Emeril's New Orleans Fish](#)

[House](#)
[Emeril's Chop House](#)

[e2 Emeril's Eatery](#)

[Emeril's Delmonico](#)

[Emeril's Tchoup Chop](#)

[Table 10](#)

[Burgers and More](#)



Quick Search

SEARCH

Select a Search: Recipes

- RECIPES
- RESTAURANTS
- COOKING BLOG
- VIDEO
- ABOUT EMERIL
- NEWSROOM
- SHOP

NEWSROOM : ARTICLE DETAIL

NEWSROOM CATEGORIES

16 New Wüsthof EMERILWARE KNIVES

MAR 2006
Posted by: Terrance Pitre

Expertly crafted in Solingen, Germany, Wüsthof's popular EMERILWARE KNIVES, designed in partnership with America's hottest chef and TV personality Emeril Lagasse, were recently on display at the 2006 International Home & Housewares Show in Chicago.

Wüsthof's EMERILWARE KNIVES feature a laser-sharp blade, personally selected by Emeril Lagasse for its' precision, and a molded black handle to ensure greater comfort and a more secure grip. In keeping with all other Wüsthof high-quality cutlery, EMERILWARE KNIVES are crafted from an exclusive high-carbon stain-resistant alloy that is engineered to enhance edge-retention and facilitate re-sharpening. Additionally, the knives include Emeril's familiar signature etched on the blade of each knife.

The EMERILWARE KNIVES assortment includes 18 open stock kitchen knives and accessories - priced from \$9.99 for a paring knife to \$39.99 suggested retail for a 7-inch hollow santoku knife - as well as several affordably priced gift sets and one basic block set. The gift sets include a 2-Piece Asian Set (7-inch hollow santoku and paring knife) for \$49.99 suggested retail, a 3-Piece Paring Knives Set (\$24.99 suggested retail), and a 4-Piece Steak Knives Set (\$49.99 suggested retail). The new high-value 8-Piece Block Set is priced at \$149.99. Wüsthof's "BAM" worthy EMERILWARE KNIVES are available now at retail stores nationwide.

EMERILWARE KNIVES is one of the newest collections of fine cutlery from Wüsthof-Trident. Wüsthof products are sold at select specialty and department stores in more than 70 countries. They are sought-after and used in the finest dining establishments, and the most prestigious culinary institutions. For further information, consumers are welcomed to visit the company's web site, www.wusthof.com, or call toll-free 800-289-9878. For media inquiries, please contact Julia Stambules, JS Public Relations at 914-961-0282, or email: julia@jpublicrelations.com.

Filed Under: [Press Releases](#)

[ShareThis](#)

- [Newsroom Home](#)
- [Announcements](#)
- [Charitable Events](#)
- [e2 GO](#)
- [Emeril Lagasse Foundation News](#)
- [Emeril Lagasse News](#)
- [Emeril's Table](#)
- [Employment News](#)
- [Events & Promotions](#)
- [On The Scene](#)
- [Press Releases](#)
- [Recent Media](#)
- [Restaurant News](#)

MONTHLY ARCHIVES

---Select a Month---

SEARCH THE NEWSROOM

SEARCH

MEDIA RELATIONS

To request press materials or send a media inquiry, please contact:

Paige Capossela Green at pgreen@emerils.com
 Emeril Brand at Martha Stewart Living
 Omnimedia
 601 West 26th Street, 9th floor
 New York, NY 10001
 212 827 8543

RSS FEED

 [Subscribe to the Newsroom RSS Feed](#)



Main Links

[Home](#) [Recipes](#) [Restaurants](#) [Cooking Blog](#) [Video](#) [About Emeril](#) [Newsroom](#) [Shop](#)

Sign up for the eGram

GO

[Site Map](#) | [Site Information](#) | [Contact Us](#) | [Employment](#)

 [Pinterest](#) : [Follow Emeril on Pinterest](#)

 [Twitter](#) : [Follow Emeril](#)

 [Facebook](#) : [Emeril Lagasse Official Page](#)

[NOLA](#)

[Delmonico Steakhouse](#)

[Lagasse's Stadium](#)

[Emeril's Italian Table](#)

[Emeril's New Orleans](#)

[Emeril's Orlando](#)

[Emeril's New Orleans Fish](#)

[House](#)
[Emeril's Chop House](#)

[e2 Emeril's Eatery](#)

[Emeril's Delmonico](#)

[Emeril's Tchoup Chop](#)

[Table 10](#)

[Burgers and More](#)