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The Grater. The Original. Blades Made in USA.

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Produktkatalog  
**PRODUCT  
CATALOG**  
2019





The Microplane® brand promise addresses both the hobby and professional chefs desire to cook with enjoyment, efficiency and deliver high quality results! The Microplane® brand promises reliable, best in class products that incorporate the most advanced technology available worldwide.

Microplane® delivers on a commitment to provide both home cooks and culinary professionals the tools needed to create an excellent cooking experience.

Microplane® graters are distinctly different from other graters by using the photo-etching process to create ultra-sharp cutting edges that deliver superior performance. This technology has been leveraged into other areas of the kitchen and food preparation in order to expand the range of grating solutions and have a greater relevance to consumers. Regardless of the application, the expectation is the same – to provide reliable, best in class products by leveraging the most advanced blade technology to deliver outstanding quality products every time.

Unsere Leidenschaft, unser Anspruch und unser Engagement ist es die optimalen Werkzeuge für Profi- und Hobbyköche herzustellen, welche nicht nur das Zubereiten erleichtern sondern das Kochen zu einem besonderen Erlebnis machen.

Die Microplane® Reiben setzen sich durch ihre langlebigen und extrem scharfen Schneidkanten deutlich von herkömmlichen Reiben ab. Die Microplane® Schneidkanten werden durch das sehr aufwendige und einzigartige photochemische Verfahren hergestellt, welches Microplane® in über 50jähriger Erfahrung optimiert hat.

Bei der Entwicklung unseres Sortiments bemühen wir uns, unsere Kernkompetenz, das Photo-etching-Verfahren, so weit wie möglich einzusetzen, um die beste Qualität zu liefern und um das Markenbewusstsein beim Kunden zu festigen. Aber unabhängig von der Anwendung des Verfahrens bei der Herstellung, bleibt der Anspruch immer der gleiche: Microplane® möchte erstklassige Produkte mit nachhaltiger Qualität und der am weitesten entwickelten Technologie anbieten.

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Interview mit Chris Grace, CEO, Inhaber in 3. Generation

## Interview with Mr. Chris Grace CEO, owner in 3. Generation

### When was the company founded?

The company was started by Louis & Richard Grace in 1966 – my grandfather and father. I am 3rd generation.

### Could you tell a little bit about the history of the company?

Actually, we first started making components for computer printers in the late 60's all the way to early 1990's. The components we manufactured were used in "impact" printing. However, these printers became obsolete with bubble jet and laser printing. My father saw demand going down each year so he had to find something else to manufacture to keep his employees busy. In our acid etching process to make our printer components, if the process was not right, the parts were very sharp and a lot of our workers would cut their fingers. (We had a lot of band-aid stations in the factory.) Again, sharp parts were BAD. So, when my father was trying to find another product to manufacture, someone made a joke that we should consider making sharp things, since we ran too much scrap and cut a lot of fingers. This gave my father the idea of making woodworking tools. They developed a wood file and called it a "Microplane". Because the teeth are like tiny wood planes. The first trade show my father attended, some one commented that the tools look like cheese grater... but this offended my father. "They are not food grater... they are serious wood working tools" he would say.

### When and why did the company expand into two other categories – kitchen tools and foot files? When the graters are concerned there was something about a Canadian housewife... Could you please tell the story?

Sure, I love telling this story. In 1994 we were selling our woodworking tools to a catalog company in Toronto Canada called "Lee Valley Tools". Mr. Lee really liked the Microplane tools. One day, Mrs. Lee was baking an Armenian Orange Cake and the recipe called for orange zest. She tried using her regular grater, but it did not work very well. She had the idea to go to her husbands wood shop and try a Microplane that he had been talking about.

It worked so well, that in the next issue of their catalog, they put the product with their catalog with oranges, lemons, chocolate, garlic and said something like "Microplane wood carving tools... work great on wood, even better on food. Great for zest citrus, grating chocolate, ginger, and hard cheeses." I remember we received an order for 10,000 pieces and we called them because we thought they had made an error with too many zeroes. They normally ordered 1,000 pcs. They told us the PO was correct and that they said "you are not going to believe it, but we're selling them as food graters. We thought they were crazy, but we did not care. We made woodworking tools, not food graters. Whatever the customer wanted to do with them was fine with us. Until 1999, we still thought we were making wood working tools... we are not gourmet chefs. My father probably had no idea what "zest" was.

That all changed in 1999 when "The New York Times" wrote an article in their Wednesday food section about a wood working tool that had found its way into the kitchen. Famous TV chefs Julia Child and Martha Stewart were going into a gourmet cooking store in Manhattan called "The Broadway

Pandhandler" to buy Microplane graters by the case so they could give them to all their friends. The Associated Press picked up the story and it went nation wide into newspapers all over the country. People went into their cooking gadget stores and asked for a "Microplane", but the owners of the stores had never heard of such a thing. They showed the store owners the newspaper article, so they started calling us to ask for product info. Sales exploded within few months.

Microplane had always been the crazy idea that most people thought would never amount to much. One of our production managers told my father he thought he should drop the Microplane idea because we spent too much time and money on it... and it probably was never going to go anywhere. However, my father always believed in those razor sharp teeth.

I remember it was probably 2003 and we had our first 8 minute spot on QVC network. We all gathered at my sister's house to watch and see if the product sold well. At the end of the 8 minute spot, both me and my sister looked at my father and he said ... "so when are we going to get woodworking tools on QVC?"

Today, we sell our kitchen tools all over the world. In about 2005, we received an e-mail from a lady in North Carolina who explained that she had used our famous zester on her feet. She had a wedding to attend and when she put on her high heeled shoes, she noticed her calloused feet looked terrible. She wondered if her Microplane zester would remove those callouses. I think she said "I'm not really a crazy person" more than once in her e-mail. It was very passionately written, so we kept it in the front of our minds. I think it was a few months later, one of our sales reps in the US asked us if we ever thought of making a foot file. Since this was probably the 3rd or 4th time someone had mentioned this we thought it might be a good idea. We took about 6 to 12 months to develop a tooth pattern that worked well on callouses.

### What is the future for Microplane?

We are trying to stay focused on food graters and items that are complementary to food graters. For example, we have a protective glove for chefs and also a hand-held food slicer that is not an acid etched blade. However, we try to stay focused on things we acid etch since that's our core technology.

### Wann wurde die Firma gegründet?

Die Firma wurde 1966 von Louis & Richard Grace gegründet – von meinem Großvater und meinem Vater. Ich bin die dritte Generation.

### Können Sie ein bisschen über die Geschichte der Firma erzählen?

Tatsächlich waren die ersten Produkte, die wir in den späten 60ern bis in die frühen 1990er produzierten, Kleinstile für Computer Drucker. Die Komponenten, die wir hergestellt haben wurden für Nadeldrucker benötigt. Jedoch mussten wir uns etwas Neues einfangen lassen, als die Druckerindustrie auf Laser Drucker umstellt und Nadeldrucker unmodern wurden. Mein Vater bemerkte die steigende Nachfrage in jedem Jahr, so dass er etwas anderes finden musste, um seine Mitarbeiter weiter beschäftigen zu können. Wenn der Säure-Atzprozess bei der Herstellung der Kleinstile für die Drucker nicht richtig ablief, dann wurden die Teile sehr scharf, so dass unsere Mitarbeiter sich häufiger ihre Finger schnitten (wir hatten eine Menge an ersten Hilfe Verbandstationen in unserer Produktion). Ich wiederholte noch einmal, scharfe Teile waren schlecht und Abfall. Als mein Vater sich Gedanken machte, um ein neues Produkt zu finden, welches wir herstellen könnten, machte jemand einen Scherz, dass wir doch in Erwägung ziehen sollten, etwas Schafes herzustellen, da wir zu viel Abfall produzierten und dabei eine Menge Finger verletzt wurden.

Das brachte meinen Vater auf die Idee, Holzwerkzeuge herzustellen. Sie entwickelten eine Holzraspel und nannten sie eine "Microplane", weil die Zähne wie kleine, dünne Holz Hobel aussehen. Auf der ersten Fachausstellung auf der mein Vater war, kommentierte jemand, dass die Werkzeuge wie Käse-Reiben aussehen würden ... aber mein Vater entgegnete "Das sind keine Küchenreiben, das sind ernstzunehmende Holzverarbeitungswerkzeuge".

Wann und warum hat die Firma in zwei weitere Produktzweige expandiert – Küchenwerkzeuge und Fußfeilen? Was die Reiben anbetrifft, da gab es etwas mit einer kanadischen Hausfrau... Können Sie uns bitte die Geschichte

Sicher, ich liebe es diese Geschichte zu erzählen. 1994 verkauften wir unsere Holzwerkzeuge an einen Katalog-Versender in Toronto Canada namens "Lee Valley Tools". Herr Lee mochte die Microplane Geräte sehr. Eines Tages wollte Frau Lee einen Orangenkuchen backen und das Rezept sah Orangenzest vor. Sie versuchte es mit ihrer normalen Küchenreibe, aber das funktionierte nicht gut. Sie hatte die Idee, sich von ihrem Mann die Microplane auszuleihen, von der er immer so schwärzte.

Das klappte so gut, dass sie in der nächsten Ausgabe ihres Kataloges das Produkt mit Orangen, Zitronen, Schokolade und Knoblauch abbildeten und dazu so etwas sagten wie "Microplane Holz Schneidwerkzeuge... funktionieren großartig mit Holz, aber noch besser mit Lebensmitteln. Super um Zitrusfrüchte zu zesten und Schokolade, Ingwer und harte Käsesorten zu reiben." Ich erinnere mich, wir erhielten einen Auftrag über 10.000 Stück und wir riefen sie an, weil wir dachten, sie hätten einen Fehler gemacht mit zu vielen Nullen. Normalerweise bestellten sie 1.000 Stück. Sie sagten uns, der Auftrag sei richtig und dann erzählten sie uns "Ihr werdet es nicht glauben, aber wir verkaufen sie als Küchenreiben". Wir dachten sie seien verrückt, aber es war uns egal. Wir produzierten Holzverarbeitungswerkzeuge und keine Küchenreiben. Was auch immer der Kunde mit ihnen machen wollte, wir waren einverstanden. Bis 1999, dachten wir immer noch, dass wir Holzwerkzeuge produzierten... wir sind keine Gourmet Köche. Mein Vater wusste nicht einmal was Zest war.

### TEST KITCHEN Amanda Hesser

## A Gift for the Cook, Or the Carpenter

"It started out merely as a carpenter's tool, a rasp, an efficient device meant to file wood. Who could have guessed that it was an equally efficient device for the kitchen arena - the kitchen."

The rasp came in 1994, when Lorrae Lee, a homemaker in Ottawa, Canada, was making an Armenian orange cake. Out of frustration with her old grater, she picked up a new rasp her husband, Leonard, had brought home from work. Lee, owner of Lee Valley Tools, She slid the orange across the rasp and was amazed. Lucy shards of zest fell from its surface like confetti.

The Lee marveled at the rasp, ate the cake, then began to wonder how it was made.

Today, Lee says, it is how it is made. Most rasps simply have holes punched into a flat or curved piece of stainless steel or tin. But Lee's rasp is made with a process called photo-etching, the holes are precisely placed and sized. There are now hundreds of tiny rasps. Grace Manufacturing, which also makes medical devices, has a photo-etching department. They were using computer parts.

But the rasp — commercially dubbed the Microplane — scrapes zest off citrus fruit and vegetables. It can also shave chocolate down its surface.

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# Unsere Geschichte Our Story



## The history of Microplane®: From the workshop to the kitchen...

By now, cooking aficionados worldwide are familiar with the story: The big moment came in 1994, when a Canadian housewife was making an orange cake. Out of frustration that her grater was tearing and shredding, she commandeered one of her husband's favorite woodworking tools from his workshop. The blade slid effortlessly across the orange and the zest fell from its surface like snowflakes. The discovery laid the foundation for the creation of Microplane® kitchen graters and an entire line of revolutionary graters was born.

Globally recognized, Microplane® is the original manufacturer to apply photo-etching technology to graters, an innovative process specifically designed to create ultra-sharp cutting edges.

Made in the USA, the tiny teeth behave like extremely sharp knives to cut ingredients with precision rather than tearing or shredding like most stamped graters. The blade ensures that food does not stick or block, but instead gently slides along the cutting surface to produce perfect results every time.

50 years on and Microplane® is now the preferred grater of choice for professional chefs and cooking enthusiasts worldwide.

## UNSERE GESCHICHTE... Aus der Holzwerkstatt in die Küche...

Profi- und Hobbyköche weltweit sind mittlerweile mit der Geschichte Microplanes® vertraut: Der große Moment für Microplane® kam im Jahre 1994, als eine kanadische Hausfrau einen Orangenkuchen backen wollte. Aus Frustration über Ihre alte Küchenreibe probierte sie ein neues Werkzeug aus, eine Microplane® Holzraspel. Die Klinge glitt mühelos über die Orange und der Abrieb fiel so leicht und locker von der Reibe, wie Schneeflocken vom Himmel. Diese Entdeckung, dass die winzigen rasiermesserscharfen Klingen der Holzraspel auch Lebensmittel fein reiben und schneiden können, legte den Grundstein für den Erfolg der revolutionären Microplane® Küchenreiben.

Weltweit anerkannt als Pionier in der Herstellung von photo-geätzten Küchenreibern, setzte Microplane® einen neuen Standard in der Entwicklung und Funktionalität. Das innovative Photo-etching-Herstellungsverfahren ist darauf spezialisiert, langlebige und extrem scharfe Schneidkanten zu produzieren.

Die messerscharfen Microplane® Klingen - Made in USA - schneiden die Lebensmittel präzise, ohne dass diese zerdrückt oder zerquetscht werden. Die Lebensmittel gleiten sanft und mühelos über die Reibfläche, ohne dass das Reibgut an den Schneidkanten kleben bleibt. Sobald etwas gerieben wird spürt und sieht man den Unterschied. Die Microplane® Reiben liefern jedes Mal das perfekte Reibergebnis.

Perfektioniert in über 50 Jahren Erfahrung, wurden die Microplane® Reiben zum must-have für jeden Profi- und Hobbykoch und erobern weltweit einen festen Platz in vielen Küchen und Restaurants.

# Über uns Our Company

Based in Russellville, Arkansas, Microplane® - a division of Grace Manufacturing Inc., is a premier global brand, renowned for engineering exceptionally sharp and effective culinary tools.

It all started in 1967 when the grandfather Louis and father Richard of the current CEO Chris Grace opened their business in Michigan and then moved to Arkansas in 1976. The first product they made was a small component for computer printers. After the printer business started to change to laser printers in the early 1990's, they had to think outside the box and come up with a new product.

The company started to produce and specialize in sharp teeth for woodworking tools. In 1994, with a stroke of good fortune, a woodworking catalog in Toronto, Canada started marketing our Microplane® woodworking tools as food graters in their catalog and they became successful.

At the time, many thought it was crazy to take a woodworking tool and market it as a food grater. However, by the late 1990's famous TV Chefs like Martha Stewart and Julia Child had purchased Microplane® products. Then an article was printed in the "New York Times" food section about the woodworking tool that found its way into the kitchen, the business took off and the rest as they say is history...

Chris Grace joined the company in 2002 and in 2004 started to expand in Europe.

With over 50 years' experience of photochemical manufacturing, with North American and European operations, a worldwide distribution and a Mexico factory, the family-owned company currently owns numerous process and design patents and designs and crafts successfully over 400 excellent products for its Microplane® kitchen, woodworking, and personal care division.

Applying the most advanced technology and state-of-the-art engineering, Microplane® graters have revolutionized the way chefs and home cooks grate and zest a wide range of ingredients for flavorful, gourmet style cooking and baking.

Microplane® is the original manufacturer of photo-etching cutting tools and continues to apply decades of expertise and food science to maintain its "cutting edge", market leadership and stellar reputation for excellence among top restaurant chefs, professional bakers, cookbook authors and other culinary experts.

Die Firma Microplane® kommt aus Russellville, Arkansas USA und gehört zu dem familiengeführten Unternehmen Grace Manufacturing Inc.. Microplane® ist weltweit bekannt als Premium- Marke für die Entwicklung von außergewöhnlich scharfen und effizienten Schneidekanten.

Alles begann 1967 als der Großvater Louis und der Vater Richard des gegenwärtigen CEOs Chris Grace ihre Firma in Michigan gründeten und 1976 nach Arkansas umzogen. Die ersten Produkte waren Kleinstteile für Computerdrucker. Als die Druckerindustrie Anfang der 1990er Jahre auf Laserdrucker umstieß, mussten sie kreativ werden und sich etwas Neues ausdenken. Sie spezialisierten sich auf scharfe Schneidekanten für Holzraspeln. 1994 vermarkte ein kanadischer Katalog die Microplane® Holzwerkzeuge als Küchenreibe und hatte großen Erfolg.

Zu der Zeit hielten es viele für verrückt, ein Holzwerkzeug als Küchenreibe zu vermarkten. Trotz allem kauften berühmte TV- Köche wie Martha Stewart und Julia Child in den späten 1990er Jahren Produkte von Microplane®. Kurz darauf erschien in der "New York Times" ein Artikel über das Holzwerkzeug, das den Weg in die Küche gefunden hat und der Rest ist, wie man weiß, Geschichte...

Chris Grace stieg 2002 in die Firma ein und begann 2004 auf den europäischen Markt zu expandieren.

Mit über 50jähriger Erfahrung im photochemischen Herstellungsverfahren, nordamerikanischen und europäischen Betrieben, einer weltweiten Vermarktung und einer mexikanischen Fabrik produziert und vertreibt das familiengeführte Unternehmen erfolgreich über 400 Microplane® Produkte für die Bereiche Haushaltswaren, Holzverarbeitung, sowie die Kosmetikbranche und besitzt mittlerweile eine Vielzahl an Design- und Herstellungspatenten.

Die Microplane® Reiben haben die Art und Weise des Reibens revolutioniert und erobern innerhalb kürzester Zeit die Herzen der Hobby- und Profiköche weltweit. Die Reiben garantieren ein geschmackintensives Kochen und Backen mit einer großen Auswahl an Lebensmitteln.

Mit seiner langjährigen Erfahrung entwickelt Microplane® seine Fachkompetenz stetig weiter, um seinen hervorragenden Ruf, sowie die marktführende Position im Fachhandel, bei Top- Küchenchefs, Pâtissiers, Kochbuchautoren und anderen kulinarischen Experten kontinuierlich zu stärken.



Founder Richard Grace & CEO Chris Grace





Photo-Etching-Herstellungsverfahren

# Photo-Etching Technology

## Microplane's® signature Photo-Etching Technology:

Microplane® graters have distinguished themselves from other graters by using an original chemical process, perfected in over 50 years' experience, to create long-lasting, ultra-sharp cutting edges.

## How does photo-etching work?

Microplane® puts a photosensitive resist film onto first-rate stainless steel sheets to mask and protect certain areas. Then, a photographic image of the blade is exposed on the film that shows the exact shape and size of the teeth. A special Ferric Chloride solution is sprayed on the sheets and dissolves the exposed parts that were left unprotected by the resist to form Microplane's® perfectly shaped and ultra-sharp cutting edges.

Once the edge is formed, timing is crucial as the etching bath continues to attack the weakest point (the cutting edge). This is where our signature "Single Sided" etching has a tremendous advantage.

In the final manufacturing process, the teeth are pushed up to create a perfect cutting angle in which one can grate a variety of foods effortlessly.

Unlike stamped graters or double-sided etched graters, Microplane® single sided etched, ultra-sharp teeth, behave like extremely sharp knives to cut ingredients with precision rather than tearing or shredding. The blade ensures that food does not stick or block, but instead without much pressure and any effort, gently slides along the cutting surface to produce perfect results every time.

## Microplane's® innovative Photo- Etching- Herstellungsverfahren

Die Microplane® Reiben setzen sich durch ihre langlebigen und extrem scharfen Schneidkanten deutlich von herkömmlichen Reiben ab. Die Microplane®- Schneidkanten werden durch das sehr aufwendige und einzigartige photochemische Verfahren hergestellt, welches Microplane® in über 50jähriger Erfahrung optimiert hat.

## Wie funktioniert das Photo- Etching- Verfahren?

Microplane® verwendet dafür hochwertige Platten aus Edelstahl, die mit einem lichtundurchlässigen Film bedeckt werden und dadurch bestimmte Flächen abdeckt bzw. schützt. Daraufhin wird ein Foto auf die Platte übertragen, das die genaue Form und Größe der Schneidkanten vorgibt und somit als Schablone dient. Auf diese Platten wird eine Eisenchlorid-Lösung gesprührt, welche die ungeschützten Stellen wegätzt und so die extrem scharfen Schneidkanten von Microplane® präzise formt. Sobald dieser Prozess abgeschlossen ist, ist das Timing sehr entscheidend da die chemische Flüssigkeit den schwächsten Punkt, die Schneidkante, weiterhin angreift. Dies ist der Moment in dem unser einseitiges Photo- etching- Herstellungsverfahren von großem Vorteil ist.

Anschließend werden die Zähne hoch gestellt um den perfekten Schneidwinkel herzustellen, mit dem eine große Auswahl an Lebensmitteln mühelos und effizient gerieben werden kann.

Im Gegensatz zu gestanzten oder zweiseitig photo- geätzten Klingen verhalten sich Microplanes® extrem scharfe, einseitig photo- geätzte Schneidkanten wie kleine Messer. Lebensmittel werden präzise geschnitten, nicht zerissen oder zerquetscht und gleiten sanft und mühelos über die Reibfläche, ohne dass das Reibgut an den Schneidkanten kleben bleibt und ermöglichen jedes Mal das perfekte Reibergebnis.



# Erfahrung & Qualität

# Experience & Quality

Our experience and expertise in photo-etching manufacturing over the last 50 years has earned Microplane® the finest reputation in the industry. Microplane® has highly trained personnel and constantly strives to improve processes, exploring new technologies and production techniques.

It is actually the people that stand behind the processes and machines and make our premium products. They are our heroes.

In addition, Microplane® only uses the highest quality stainless steel for making our etched graters. While other companies claim to use surgical stainless steel, Microplane® actually uses the same premium steel that we use for our medical supplies division. In addition to using the highest quality stainless steel, we only use "half to full hard" steel vs softer steel. Whilst stainless steel is more expensive and takes longer to etch, it results in longer-lasting, superior quality edges.

Dank der 50jährigen Erfahrung und großer Fachkompetenz in dem Photo-etching-Herstellungsverfahren verdiente sich Microplane® große Anerkennung in der Branche. Microplane® setzt hochqualifiziertes Personal ein und strebt nach ständiger Verbesserung der Prozesse indem neue Technologien und Produktionsverfahren erforscht und ausprobiert werden.

Einen großen Anteil an unserem Erfolg tragen unsere Mitarbeiter, die hinter den Maschinen stehen und täglich für einen optimalen Prozessablauf sorgen!

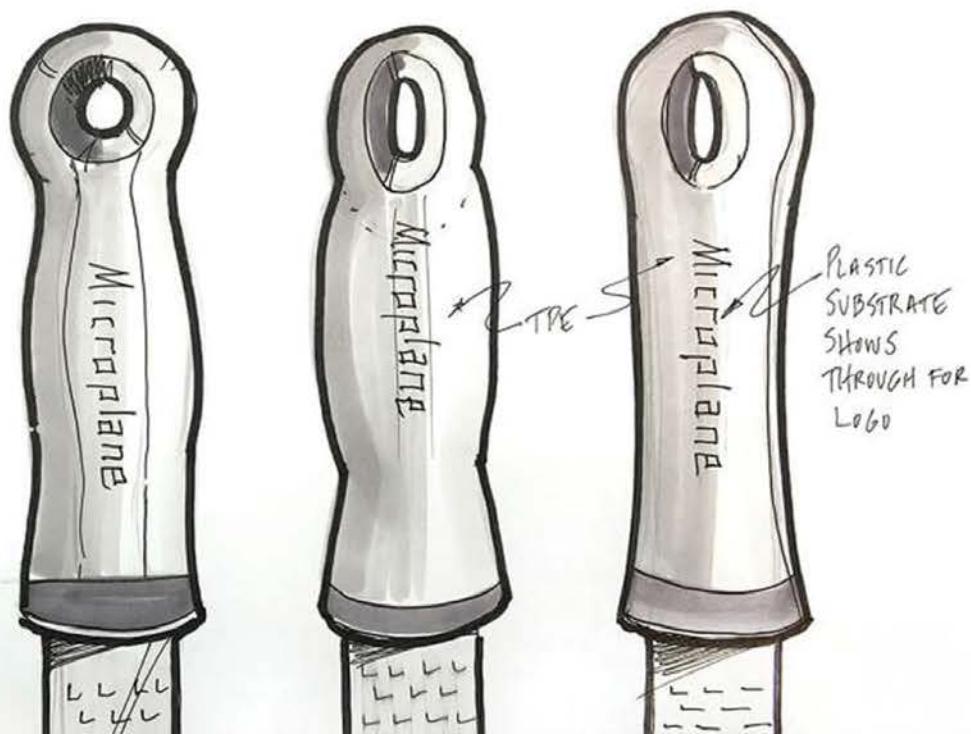
Zur Herstellung der photo-geätzten Reiben verwendet Microplane® ausschließlich hochwertigen Edelstahl. Microplane® benutzt den gleichen Edelstahl, der auch bei der Herstellung medizinischer Instrumente verwendet wird. Darüber hinaus verwenden wir ausschließlich qualitativ höchst hochwertigen Edelstahl im Vergleich zu weichem Edelstahl. Dieser ist zwar kostengünstiger und intensiver im Herstellungsprozess, zeichnet sich jedoch durch langlebige Klingen von außerordentlich hoher Qualität aus.





Produktdesign & Innovation

# Product Design & Innovation



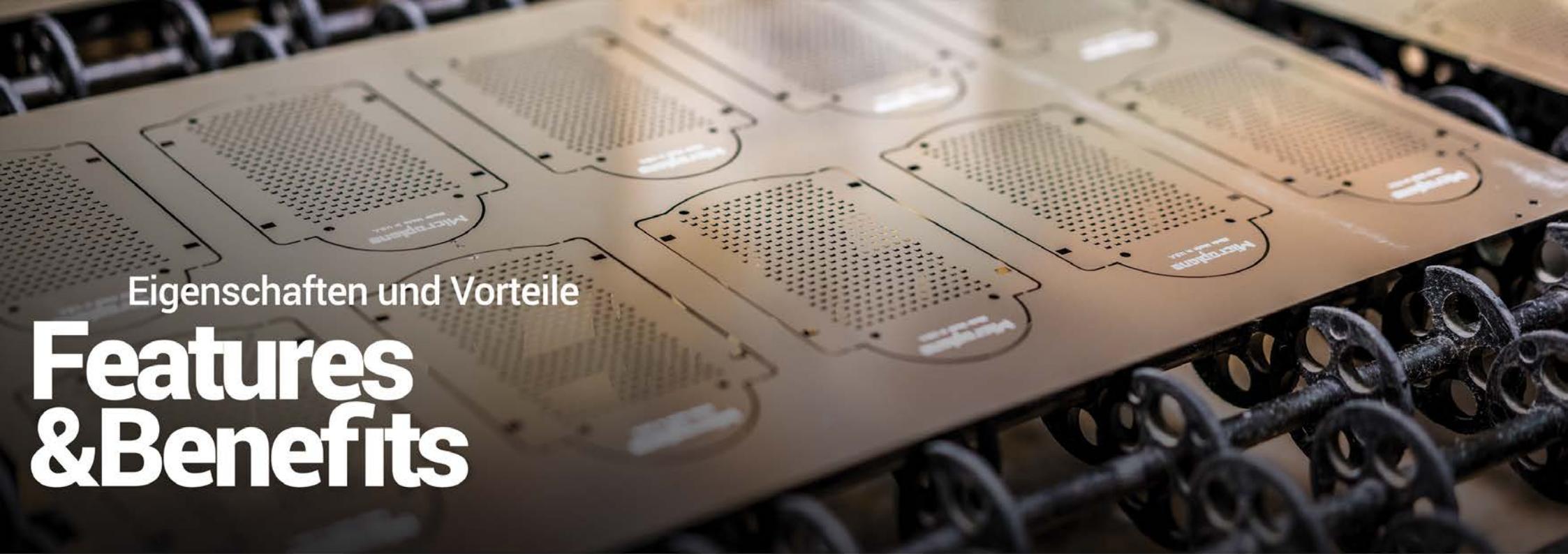
At Microplane®, we are continuously pushing the boundaries with technological advancements and new product innovations; Microplane® has developed a broad range of Kitchen tools to suit a varied range of needs.

Our foundations were built on innovation, and the innovation continues today through not only technological advancements, but also listening and learning through industry and consumer feedback. We constantly strive to provide a mix of both solutions to existing problems, and advancement in the pleasure of the cooking experience.

Mit dem Hauptfokus auf unsere einzigartige Photo- etching- Technologie treiben wir den technischen Fortschritt voran um innovative Produkte zu erschaffen. Dabei überschreiten wir kontinuierlich unsere Grenzen um das beste Produkt seiner Klasse auf den Markt zu bringen.

Mit unserer breiten Produktpalette decken wir eine große Spannweite an Bedürfnissen ab. Unser Fundament wurde auf Innovation gebaut, die nicht nur durch technischen Fortschritt möglich sind, sondern auch durch Interaktion und den regen Austausch mit Küchen, Kunden und Branchenkenntnissen. Wir bemühen uns ständig Lösungen für bestehende Probleme zu finden, damit das Reiben und Schneiden mühelos und die Freude beim Kochen zu einem kulinarischen Highlight wird.





Eigenschaften und Vorteile

# Features & Benefits

## Microplane® graters: the world's sharpest grating blades!

Our long-lasting, photo-etched, stainless steel Blades- Made in USA offer the following benefits to the professional and hobby chefs:

- **Preserves aromas**

Cutting food precisely without ripping, tearing or shredding – preserves and intensifies food's aroma and flavor

- **Efficient & Precise**

Grating without effort – no need to put pressure on the food while grating. The blade also ensures that food does not stick or block, but instead, gently slides along the cutting surface to produce perfect results every time

- **Enjoyable**

Grating becomes fun – you do not have to struggle with a dull grater anymore

- **Versatile**

With each blade you can grate a variety of foods – it all depends on what result you wish to have

All Microplane® products are practical. They have long-lasting blades, ergonomic handles, non-slip base for stability, protective covers for easy storage and they are dishwasher safe.

- Microplane® - the original manufacturer of photo-etched culinary tools (patent protected in USA from 1990 to 2010)
- Microplane® has over 50 years of experience in the photo-etching technology
- Ultra-sharp blades, due to a single sided etching technology vs stamped or double sided etching
- Long-lasting, stainless steel blades - Made in the USA
- Only the highest quality stainless steel is used
- Harder steel than competitors for maximum sharpness
- Ergonomic handle for comfort
- Non-slip base for stability and to avoid damage
- to work surfaces
- Protective covers for safe and easy storage
- Simple and effective to use
- Simply rinse to clean, top rack dishwasher safe
- Lifetime warranty

## Microplane®- Reiben: die weltweit schärfsten Klingen!

Unsere langlebigen, photo- geätzten Edelstahlklingen - made in USA - bieten Profi- und Hobbyköchen folgende Vorteile:

- **Verstärkung der Aromen**

Die Lebensmittel werden präzise geschnitten und nicht zerrissen oder zerquetscht – das Aroma wird erhalten und intensiviert, der Geschmack verstärkt.

- **Effektiv und präzise**

Reiben ohne Kraftaufwand und ohne Druck auf die Lebensmittel auszuüben. Die Lebensmittel gleiten sanft und mühselos über die Reibfläche, ohne dass das Reibgut an den Schneidkanten kleben bleibt.

- **Spaß am Arbeiten**

Das Reiben wird zum wahren Vergnügen. Kein Abmühen mit stumpfen Klingen. Jedes Mal das perfekte Reibergebnis.

- **Vielseitig**

Je nach gewünschtem Reibergebnis, können unterschiedlichste Lebensmittel mit jeder unserer Klingen gerieben werden.

Alle Microplane®- Produkte sind praktisch: mit langlebigen Klingen, ergonomischen Griffen, rutschfesten Gummifüßchen für Stabilität, Schutzhüllen zum sicheren Verstauen und sind Spülmaschinengeeignet.

- Microplane® ist der erste Hersteller von photo- geätzten Küchenwerkzeugen (patentiert in den USA 1990 - 2010)

- Microplane® hat über 50 Jahre Erfahrung mit dem Photo-etching- Herstellungsgesetz

- Messerscharfe Klingen, dank des einseitigen Photo- etching- Verfahrens im Gegensatz zu gestanzten wie auch zweiseitig geätzten Reiben

- Langlebige Edelstahlklingen – Made in USA

- Ausschließliche Verwendung von Edelstahl höchster Qualität

- Verwendung von härterem Stahl als bei Wettbewerbern

- Ergonomische Griffe für hohen Komfort beim Reiben

- Rutschfeste Gummifüß für Stabilität

- Wiederverwendbare Schutzhüllen zum sicheren Verstauen

- Einfach zu verwenden

- Einfach zu reinigen, Spülmaschinengeeignet

- Lebenslange Garantie



reddot award 2017  
winner

## Master Serie

# Master Series

Inspired by Microplane's heritage and expertise of woodworking tools, the Master Series has been meticulously engineered to deliver durability, flawless performance and contemporary design.

It is a perfect combination of style and efficiency. The elegant walnut wooden handle from Kentucky, USA recalls the origin of Microplane graters. The combination of this beautiful handle, a sturdy, heavy-duty stainless steel frame and the ultra-sharp, photo- etched stainless steel blade - made in USA – delivers optimum grating results at any time.

Five blades variations are available in this stylish series: *Zester, Fine, Coarse, Ribbon and Extra Coarse*.

The Microplane® Master Series has been awarded the distinction Red Dot Award for Product Design 2017 by the expert committee.

Die neue Master Serie verbindet Tradition mit Fortschritt und ist eine Hommage an die Anfänge von Microplane®, als ausschließlich Reiben für die Holzverarbeitung hergestellt wurden.

Das zeitlose Design in Kombination mit den bewährten, rasiermesserscharfen, photo-geätzten Edelstahlklingen- Made in USA, macht die Reiben nicht nur zum Hingucker, sondern bietet Langlebigkeit und perfekte Reibergebnisse.

Die robuste Konstruktion und der stabile, massive Edelstahlrahmen, sowie der stylische Griff aus erlesemem Walnussholz aus Kentucky verbinden Eleganz, optimale Funktionalität und höchste Handwerkskunst.

Zur Wahl stehen fünf Klingenausführungen: *Zester, Fein, Grob, 2-Wege-Schneide und Sehr Grob*.

Die neuen Reiben der Master-Serie von Microplane® gewinnen beim Red Dot Award: Product Design 2017 die renommierte Auszeichnung für hohe Designqualität.





# Zester

- Photo-grätzte, langlebige, rasiermesserschärfte Edelstahlklinge - Made in USA
  - Reiben ohne Kraftaufwand für optimale Ergebnisse
  - Lebensmittel werden präzise geschnitten - nicht zerissen
  - Natürliches Aroma entfaltet sich - der Geschmack wird verstärkt
- Eleganter Walnussholzgriff, aus Kentucky USA
- Rutschfester Gummifuß für stabilen Halt

#43320

Stainless Steel/ Walnut

Edelstahl/ Walnuss

Carton Size / VE 4/24

EAN # 0098399433202



CITRUS FRUITS / HARD CHEESE / GINGER / CHOCOLATE / NUTMEG / TRUFFLE & MORE

A special gift box is available  
on request (page 80)

Ein spezielle Geschenkbox ist auf Anfrage erhältlich (Seite 80)



# Fine

FEIN



#43304

Stainless Steel / Walnut  
Edelstahl / Walnuss  
EAN # 0098399433042  
Carton size / VE 4/24

# Coarse

GROB

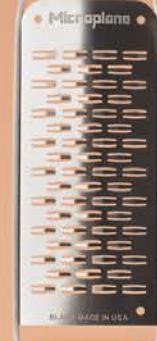


#43300

Stainless Steel / Walnut  
Edelstahl / Walnuss  
EAN # 0098399433004  
Carton size / VE 4/24

# Ribbon

2-WEGE-SCHNEIDE



#43302

Stainless Steel / Walnut  
Edelstahl / Walnuss  
EAN # 0098399433028  
Carton size / VE 4/24

# Extra Coarse

SEHR GROB



#43308

Stainless Steel / Walnut  
Edelstahl / Walnuss  
EAN # 0098399433080  
Carton size / VE 4/24



HARD CHEESE, CITRUS FRUITS, GARLIC, CHILI,  
CINNAMON, NUTMEG & MORE

CHEESE, CARROT, GINGER, COCONUT,  
NUTS, HORseradish & MORE

HARD CHEESE, APPLE, CARROT, ZUCCHINI,  
CHOCOLATE, BUTTER & MORE

POTATO, ZUCCHINI, CARROT, APPLE, CABBAGE,  
SOFT CHEESE & MORE



# Premium Classic Serie

# Premium Classic Series

The Premium Classic series is the original among our graters - from the woodshop directly into the kitchen - and highly appreciated by professional and hobby chefs. With the long and narrow rasp look, Microplane® created an icon.

Die Premium Classic Serie ist der Klassiker und das Original unter den Reiben - aus der Holzwerkstatt direkt in die Küche - hochgeschätzt von Profi- und Hobbyköchen. Mit dem charakteristischen Look - lang und schmal - hat Microplane® Geschichte geschrieben.

# Premium Zester



- Photo-geätzte, langlebige, rasiermesserscharfe Edelstahlklinge - Made in USA
  - Reiben ohne Kraftaufwand für optimale Ergebnisse.
  - Lebensmittel werden präzise geschnitten - nicht zerissen.
  - Natürliches Aroma entfaltet sich - der Geschmack wird verstärkt.
- Charakteristisch lang und schmal
- Ergonomischer soft-touch Griff für maximalen Komfort
- Kratzfeste Kunststoff-Füße

#46020

Black / schwarz

EAN # 0098399460208

Carton size / VE 4/24



CITRUS FRUITS, HARD CHEESE, GINGER, CHOCOLATE, NUTMEG, TRUFFLE & MORE

A special gift box is available  
on request (page 80)

Ein spezielle Geschenkbox ist auf Anfrage erhältlich (Seite 80)





#46201 Night Blue / Nachtblau  
EAN # 0098399462011

#46120 Red / Rot  
EAN # 0098399461205

#46220 Turquoise / Türkis  
EAN # 0098399462202

#46520 Violet / Violett  
EAN # 0098399465203

#46620 Yellow / Gelb  
EAN # 0098399466200

#46720 Green / Grün  
EAN # 0098399467207

#46820 Orange / Orange  
EAN # 0098399468204

#46920 Hot Pink / Hot-Pink  
EAN # 0098399469201

#46901 Grey / Grau  
EAN # 0098399469010

#46301 White / Weiß  
EAN # 0098399463018

#46702 Retro Green / Retro Grün  
EAN # 0098399467023

#46202 Baby Blue / Baby Blau  
EAN # 0098399462028

Carton Size/ VE 4/24

12 pack CDU available / Thekendisplay erhältlich (12 Stk)



PREMIUM GEWÜRZREIBE

# Premium Spice Grater

#46016 Black / Schwarz

EAN # 0098399460161

#46116 Red / Rot

EAN # 0098399461168

Carton size / VE 4/24



NUTMEG, CINNAMON, CHOCOLATE, NUTS, COFFEE BEAN & MORE





# Gourmet Serie **Gourmet** Series

The Gourmet Series stands for competence and variety. With a wider grating surface and nine different blades, it delivers various grating results - from fine to extra coarse - there is a blade style to suit all needs. A non-slip rubber foot and soft touch handle completes each grater.

Handsome crafted, the high-performance Gourmet Series features nine grating options: *Coarse, Ribbon, Fine, Large Shaver, Extra Coarse, Star blade, Ultra Coarse, Slicer Blade and Julienne Slicer Blade.*

Die Gourmet Serie steht für Kompetenz und Vielfalt. Mit einer breiteren Reibfläche und neun verschiedenen Klingen - kreieren Sie Reibergebnisse von fein bis sehr grob, ganz so wie Sie es wünschen. Ein rutschfester Gummi-Fuß und der soft-touch-Griff komplettiert jede Reibe.

Elegant ausgearbeitet, bietet die leistungsstarke Gourmet Serie neun verschiedene Klingenausführungen an: *Grob, Fein, 2-Wege-Schneide, Große Raspel, Extra Grob, Sternenklinge, XL-Grob, Profi- Gemüsehobelklinge und Juliennehobelklinge.*



FINGERSCHUTZ  
**Grater Attachment**

#45057  
transparent / durchsichtig  
EAN # 0098399450575  
Carton size / VE 4/24

FEIN  
**Fine Grater**

- Photo-geätzte, langlebige, rasiermesserscharfe Edelstahlklinge - Made in USA
- Reiben ohne Kraftaufwand für optimale Ergebnisse
- Lebensmittel werden präzise geschnitten - nicht zerren.
- Natürliches Aroma entfaltet sich - der Geschmack wird verstärkt
- Ergonomischer soft-touch Griff für maximalen Komfort
- Rutschfester Gummifuß für Stabilität



#45004 Black / Schwarz EAN # 0098399450049

#45104 Red / Rot EAN # 0098399451046

#45704 Green / Grün EAN # 0098399457048

Carton size / VE 4/24



HARD CHEESE, CITRUS FRUITS, GARLIC, CHILI, CINNAMON, NUTMEG & MORE



GROB  
**Coarse Grater**



#45000 Black / Schwarz EAN # 0098399450001

#45100 Red / Rot EAN # 0098399451008

#45700 Green / Grün EAN # 0098399457000

Carton size / VE 4/24



2-WEGE-SCHNEIDE  
**Ribbon Grater**



#45002 Black / Schwarz EAN # 0098399450002

#45102 Red / Rot EAN # 0098399451022

#45702 Green / Grün EAN # 0098399457024

Carton size / VE 4/24



GROÙE RASPEL  
**Large Shaver**



#45006 Black / Schwarz EAN # 0098399450063

#45106 Red / Rot EAN # 0098399451060

#45706 Green / Grün EAN # 0098399457062

Carton size / VE 4/24



Extra SEHR GROÙ  
**Coarse Grater**



#45008 Black / Schwarz EAN # 0098399450087

#45108 Red / Rot EAN # 0098399451084

#45708 Green / Grün EAN # 0098399457086

Carton size / VE 4/24



CHEESE, CARROT, GINGER, COCONUT, NUTS,  
HORSERADISH & MORE



HARD CHEESE, APPLE, CARROT, ZUCCHINI,  
CHOCOLATE, BUTTER & MORE



HARD CHEESE, CHOCOLATE, TRUFFLE,  
BUTTER & MORE



POTATO, ZUCCHINI, CARROT, APPLE, CABBAGE,  
SOFT CHEESE & MORE

STERENKLINGE  
**Star  
Blade**



#45009

Black / Schwarz

EAN # 0098399450094

Carton size / VE 4/24



Ultra XL-GROB  
**Coarse  
Grater**

#45011

Black / Schwarz

EAN # 0098399450117

Carton size / VE 4/24



#45044

Black / Schwarz

EAN # 0098399450445

Carton Size / VE 4/24



#45041

Black / Schwarz

EAN # 0098399450414

Carton Size / VE 4/24



HARD CHEESE, CITRUS FRUIT,  
CHOCOLATE, GINGER, NUTMEG  
& MORE



POTATO, CHEESE, CABBAGE, CUCUMBER,  
PUMPKIN & MORE



POTATOES, CARROT, CUCUMBER,  
ZUCCHINI, RED BEET & MORE



POTATO, APPLE, CARROT, ZUCCHINI,  
RED CABBAGE & MORE



# Professional Serie

# Professional Series

The Professional Series fascinates with its simple elegance. The series is made entirely out of stainless steel and is an eye-catcher in every kitchen. With five different blade styles, both home cooks and professionals can excel in their everyday food preparation. The non-slip rubber foot ensures stability while grating.

There are five different grating options to choose from in this series: *Coarse, Fine, Ribbon, Large Shaver and Extra Coarse*.

Die Professional Serie besticht mit ihrer schlichten Eleganz. Die Serie ist komplett aus Edelstahl und ein Hingucker in jeder Küche. Mit fünf verschiedenen Klingen kreieren Sie neue Dimensionen in der Küche. Der rutschfeste Gummi-Fuß garantiert Stabilität.

Zur Auswahl gibt es fünf Klingenvarianten in dieser Serie: *Grob, 2-Wege-Schneide, Fein, Große Raspel und Sehr Grob*.





FINGERSCHUTZ  
**Grater Attachment**



**FEIN**  
**Fine**  
**Grater**

#38057

transparent / durchsichtig

EAN # 0098399380575

Carton size / VE 4/24

- Photo-geätzte, langlebige, rasiermesserscharfe Edelstahlklinge - Made in USA
  - Reiben ohne Kraftaufwand für optimale Ergebnisse
  - Lebensmittel werden präzise geschnitten - nicht zerrissen.
  - Natürliches Aroma entfaltet sich - der Geschmack wird verstärkt.
- Komplett gefertigt aus hochwertigem Edelstahl
- Ergonomischer Griff für hohen Komfort beim Reiben
- Rutschfester Gummifuß für Stabilität

#38004

Stainless Steel / Edelstahl

EAN # 0098399380049

Carton size / VE 4/24



HARD CHEESE, CITRUS FRUITS, GARLIC, CHILI, CINNAMON, NUTMEG & MORE



GROB  
**Coarse Grater**



#38000

Stainless Steel / Edelstahl  
EAN # 0098399380001  
Carton size / VE 4/24

2-WEGE-SCHNEIDE  
**Ribbon Grater**



#38002

Stainless Steel / Edelstahl  
EAN # 0098399380025  
Carton size / VE 4/24

GROÙE RASPEL  
**Large Shaver**



#38006

Stainless Steel / Edelstahl  
EAN # 0098399380063  
Carton size / VE 4/24

Extra Coarse Grater



#38008

Stainless Steel / Edelstahl  
EAN # 0098399380087  
Carton size / VE 4/24



POTATO, ZUCCHINI, CARROT, APPLE, CABBAGE,  
SOFT CHEESE & MORE



# Elite Serie

# Elite Series

The Elite Series incorporates a colorful and fresh design, which combines stainless steel and plastic materials. The concave shape of the wider blades enables efficient grating. The protective cover doubles as catch feature and measuring cup.

There are four grating options to choose from: *Zester, Fine, Ribbon and Extra Coarse*.

Awarded Design: The Elite Series is successful in the "red dot award: product design 2013" and was awarded an "honourable mention".

Die Elite Serie präsentiert sich farbenfroh und in frischem Design mit einer harmonischen Materialkombination aus Edelstahl und Kunststoff. Die halbrunde Form der breiten Klingen ermöglicht effektives Reiben. Die Schutzhülle können Sie als Auffangbehälter und Messbecher verwenden.

Die Elite Serie umfasst vier verschiedene Klingenausführungen: *Zester, Fein, 2-Wege-Schneide und Sehr Grob*.

Designauszeichnung: die Elite Serie wurde 2013 mit dem red dot design award „honourable mention“ ausgezeichnet!



The natural aroma  
is released  
to enhance flavor



Foods are precisely cut,  
without ripping or tearing

Cover doubles  
as a catch feature  
and measuring cup

Non-slip base for  
added stability  
for stability and flexibility

Ergonomic soft  
touch  
- handle  
for comfort

Photo-etched,  
long-lasting,  
ultra-sharp,  
stainless  
steel blade  
- Made in USA



# Elite Zester

- Photo-geätzte, langlebige, rasiermesserscharfe Edelstahlklinge - Made in USA
  - Reiben ohne Kraftaufwand für optimale Ergebnisse
  - Lebensmittel werden präzise geschnitten – nicht zerissen
  - Natürliches Aroma entfaltet sich - der Geschmack wird verstärkt
- Ergonomischer Griff für maximalen Komfort
- Schutzhülle dient umgedreht gleichzeitig als Auffangbehälter und Messbecher
- Rutschfeste Unterseite sorgt für zusätzliche Stabilität

#49020      Black / Schwarz      EAN # 0098399490205  
#49120      Red / Rot      EAN # 0098399491202

Carton size / VE 6/24



CITRUS FRUITS, HARD CHEESE, GINGER, CHOCOLATE, NUTMEG, TRUFFLE & MORE





# FEIN Fine Grater

#49004 Black / Schwarz EAN # 0098399490045

#49104 Red / Rot EAN # 0098399491042

Carton size / VE 6/24

2-WEGE-SCHNEIDE

# Ribbon Grater

#49002 Black / Schwarz EAN # 0098399490021

#49102 Red / Rot EAN # 0098399491028

Carton size / VE 6/24

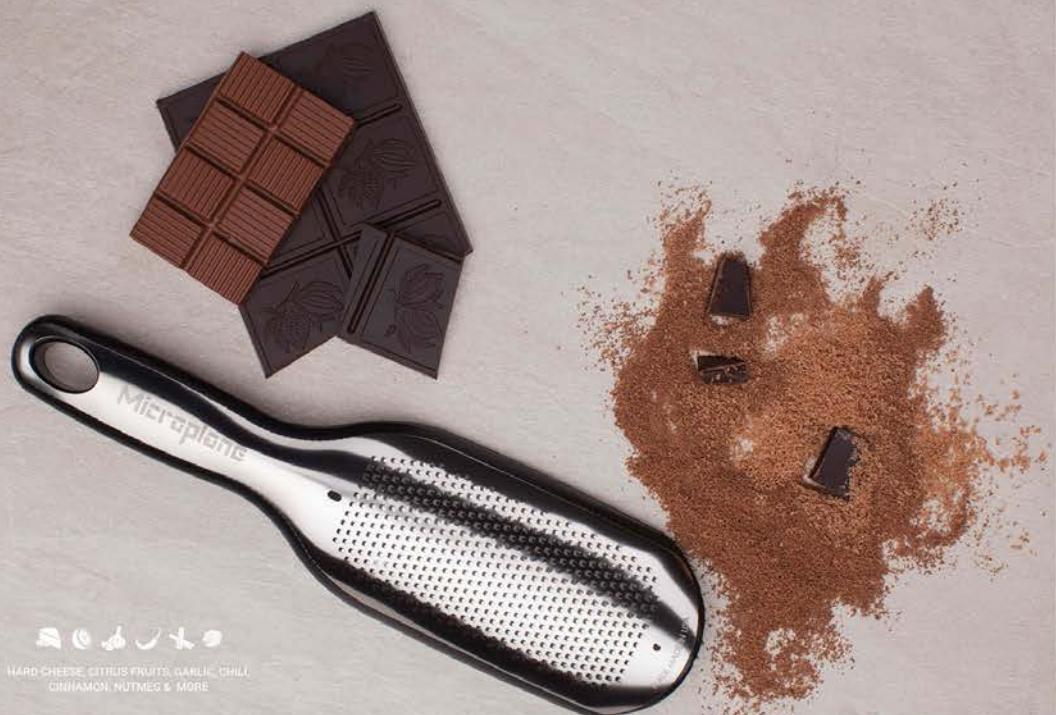
SEHR GROB

# Extra Coarse Grater

#49008 Black / Schwarz EAN # 0098399490083

#49108 Red / Rot EAN # 0098399491080

Carton size / VE 6/24



HARD CHEESE, CITRUS FRUITS, GARLIC, CHILI,  
CINNAMON, NUTMEGS & MORE

HARD CHEESE, APPLE, CARROT,  
ZUCCHINI, CHOCOLATE,  
BUTTER & MORE

POTATO, ZUCCHINI, CARROT, APPLE, CABBAGE,  
SOFT CHEESE & MORE



# Home Serie Home Series

The Home Series, with its three blade styles, combines functionality with the well-known Microplane® sharpness of the blades. The new handle with subtle ribbing and soft touch offers a more secure grip.

There are three grating options to choose from: *Fine, Ribbon and Extra Coarse*.

Die Home Serie, mit ihren drei Klingenausführungen, kombiniert Funktionalität mit der bewährten Microplane® Schärfe der Klingen. Der geriffelte Griff und die soft-touch-Ummantelung bieten sicheren Halt.

Die Home Serie umfasst drei verschiedene Klingenausführungen: *Fein, 2-Wege-Schneide und Sehr Grob*.





FINGERSCHUTZ  
**Grater Attachment**

#44057  
Black / Schwarz  
EAN # 0098399440576  
Carton size / VE 6/24

FEIN  
**Fine Grater**

- Photo-geätzte, langlebige, rasiermesserscharfe Edelstahlklinge - Made in USA
- Reiben ohne Kraftaufwand für optimale Ergebnisse
- Lebensmittel werden präzise geschnitten - nicht zerissen
- Natürliches Aroma entfaltet sich - der Geschmack wird verstärkt
- Ergonomischer Griff für hohen Komfort beim Reiben
- Riffelung am Griff sorgt für gute Handhabung

#44002 Black / Schwarz EAN # 0098399440026

#44102 Red / Rot EAN # 0098399441023

Carton size / VE 6/24



HARD CHEESE, CITRUS FRUITS, GARLIC, CHILI, CINNAMON, NUTMEG & MORE



Effortless grating  
for superior results



2-WEGE-SCHNEIDE

# Ribbon Grater

#44009 Black / Schwarz EAN # 0098399440095

#44109 Red / Rot EAN # 0098399441092

Carton size / VE 6/24



# Extra Coarse Grater

#44038 Black / Schwarz EAN # 0098399440385

#44138 Red / Rot EAN # 0098399441382

Carton size / VE 6/24



HARD CHEESE, APPLE, CARROT, ZUCCHINI,  
CHOCOLATE, BUTTER & MORE

POTATO, ZUCCHINI, CARROT, APPLE, CABBAGE,  
SOFT CHEESE & MORE



# SPECIALTY SERIE

# Specialty Series

In the Specialty Series, our specialists are united. Each individual product enhances the food preparation and allows cooks to efficiently grate, slice and garnish dishes and drinks making a delightful culinary experience.

In der Specialty Serie sind unsere Spezialisten vereint. Jeder Einzelne erleichtert Ihnen die Küchenarbeit und macht das Reiben, Schneiden und Garnieren von Speisen und Getränken zu einem wahren Vergnügen.



# Professional Peeler

- Ultra-sharp stainless steel double blade for easy peeling
- Ideal for carrots, cucumbers, zucchini, potatoes, parsnips, mangos and apples
- Ergonomic soft touch handle
- Built-in potato eye remover
- Perfect for both right and left handed use
- Rasiermesserscharfe doppelseitige Edelstahlklinge für ein müheloses Schälen
- Ideal für Karotten, Gurken, Zucchini, Kartoffeln, Pastinaken, Spargel, Mangos und Äpfel
- Ergonomischer soft-touch Griff
- Praktischer Kartoffelaugenentferner
- Für Rechts- und für Linkshänder geeignet

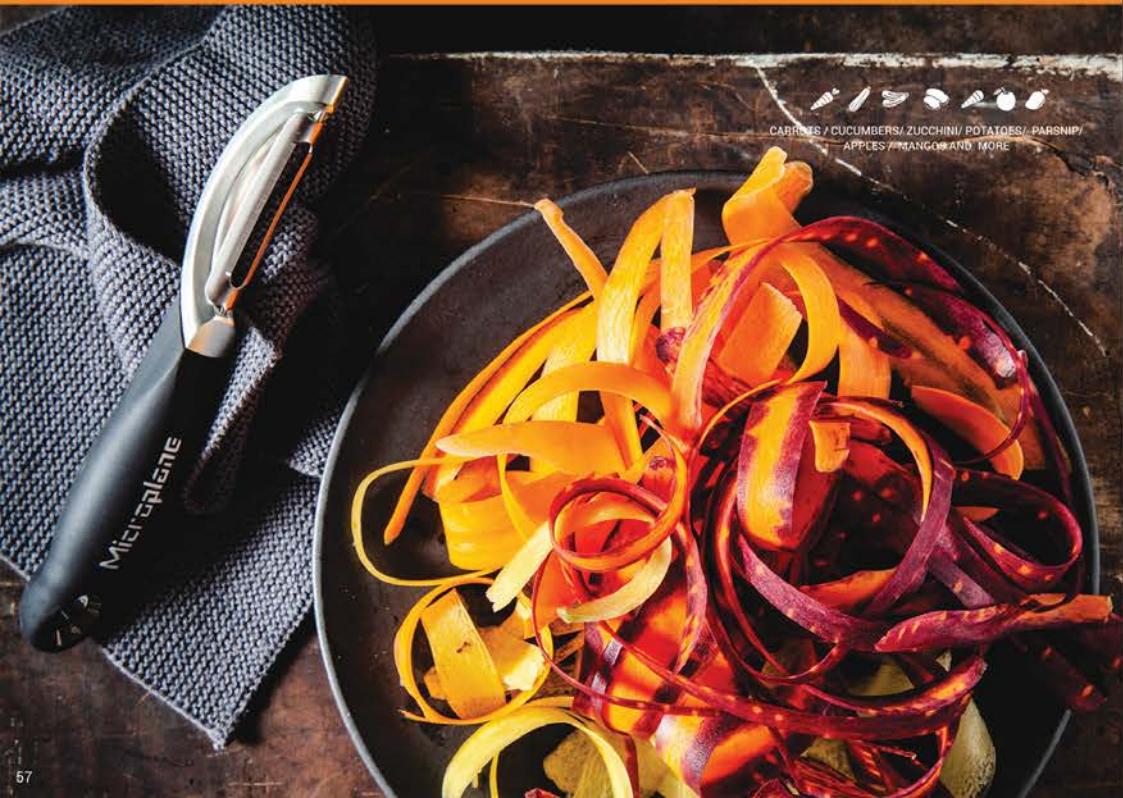


#48091

Black &amp; Stainless Steel / Edelstahl &amp; Schwarz

EAN # 0098399480916

Carton Size / VE 6/24



GESCHENKSET „MASTER SERIE“

NEU  
NEW

# Grater Set Master Series Wood Handle

- This premium, exquisitely elegant Master Series Gift Set includes the iconic long and slender Zester and the Extra Coarse Paddle Grater.
- Photo etched, ultra-sharp, stainless steel blades Made in USA.
- Effortless grating for superior results:
- Cut food precisely without ripping or tearing.
- The natural aroma is released to enhance flavor.
- Walnut wood handle, Origin Kentucky USA.
- Non-Slip base for stability whilst grating.
- Reusable cover allows safe and secure storage.
- Das exquisit elegante Geschenkset beinhaltet sowohl die Zester Reihe als auch die sehr grobe Reihe aus der Master Serie.
- Photo geätzte, rasiermesserscharfe Edelstahlklingen - Made in USA.
- Reiben ohne Kraftaufwand für optimale Ergebnisse.
- Lebensmittel werden präzise geschnitten - nicht zerissen.
- Natürliches Aroma entfaltet sich - der Geschmack wird verstärkt.
- Walnussholzgriff, aus Kentucky USA.
- Rutschfester Gummifuß für stabilen Halt.
- Wiederverwendbare Schutzhülle zum sicheren Verstauen.





# CHILI MÜHLE Chili Mill

#48970

Black & Stainless Steel  
/ Edelstahl & Schwarz  
EAN # 0098399489704  
Carton Size / VE 6/24

- Ideal to use for dried chilies
- Photo-etched, ultra-sharp, signature Microplane® Blade- Made in USA
  - Effortless and precise grating for superior results
  - Essential oils are released to enhance flavor
  - Luxury silk feel grip for comfort and stability
  - Precise pressure™ - Engineered Tension Spring for optimum applied pressure to chilies
  - Handy Silicone Cover included to avoid mess when not in use
- Perfekt für getrocknete Chilischoten
- Die bewährte photo-geätzte, rasiermesserscharfe Microplane®-Klinge - Made in USA
  - Schneidet präzise und ohne Kraftaufwand und erzielt optimale Ergebnisse
  - Ätherische Öle entfallen sich – der Geschmack wird verstärkt
  - Handscheichelnder saftiger Griff für Komfort und Stabilität
  - Precise pressure™ - Raffiniert entwickelte Sprungfeder für optimalen Druck auf das Chili
  - Praktischer Silikonverschluss vermeidet Gewürzstaub

MUSKATMÜHLE 2IN1

# Spice Mill



reddot award 2018  
winner

- Designed to grate & store hard spices, such as nutmeg, cinnamon, Tonka beans and more
- Photo-etched, ultra-sharp stainless steel blade, Made in USA
  - Effortless grating for superior results
  - Spices are precisely & finely cut for a full aroma
  - Includes an airtight compartment to store spices
  - Handy silicon cover included to avoid mess
- Gewürze wie Muskatnuss, Zimt und Tonkabohnen mühelos reiben und aufbewahren
  - Photogräzt, rasiermesserscharfe Edelstahlklinge - Made in USA
    - Einfaches Reiben für hochwertige Ergebnisse
    - Gewürze werden präzise und fein gerieben für ein vollmundiges Aroma
    - Enthält ein luftdichtes Fach zum Aufbewahren der Gewürze
    - Praktischer Silikonverschluss vermeidet Gewürzstaub

#48060

Black / Schwarz

EAN # 0098399480602

Carton Size / VE 6/24

#48960

Black & Stainless Steel  
/ Edelstahl & Schwarz

EAN # 0098399489605

Carton Size / VE 6/24



12 pack CDU available / Im Thekendisplay erhältlich (12 Stk.)



### 3 IN 1 TWIST & ZEST

# Twist & Zest

- Photo etched, ultra-sharp, fine blade - Made in USA
- Effortless zesting for superior results
- Channel Knife for beautiful twists
- Reamer for easy juicing
- Non-slip handle for comfort & stability
- Photo-geätzte, rasiermesserscharfe, feine Klinge - Made in USA
- Reiben ohne Kraftaufwand für optimale Ergebnisse
- Fadenschneider für dünne Zitrusstreifen
- Entsafter für einfaches Saft pressen
- Rutschfester Griff für Komfort & Stabilität

#34735

Green / Grün

EAN # 0098399347356

Carton Size / VE 6/24



### MULTI BAR TOOL 7 IN 1

# Ultimate Bar Tool

- Easy and fun to use tool and offering 7 functions
- Muddle, stir, cut, score, strain and create garnishing twists and peels from citrus fruits
- Einfach zu handhabendes Bar Tool mit 7 Funktionen
- Zerdücken, Rühren, Filtern, Schneiden, Einkerbhen, Zieselieren und Schälen

#41060

Black / Schwarz

EAN # 098399410609

Carton Size / VE 6/24



### APFELSCHALER 2 IN 1

# Core & Peel

- Unique Saw tooth Coring Blade for easy coring
- Sharpened edges to simplify coring
- Straight edge peeler for easy peeling
- Non-slip handle for comfort & stability

- Gezähnte, halbrunde Klinge ermöglicht einfaches Entkernen
- Scharfe Schneidkanten, die das Entkernen erleichtern
- Scharfe Schälklinge am Griffende für einfaches Schälen
- Rutschfester Griff für Stabilität & Komfort

#34145

Red / Rot

EAN # 098399341453

Carton Size / VE 6/24



### INGWER - REIBE 3IN1

# Ginger Tool 3in1

- One tool to peel, slice and grate ginger
- Photo - etched, ultra - sharp, fine blade - Made in USA
  - Easily grates ginger into a fine paste
  - Slicing Blade for thin ginger slices
  - Peels ginger quickly, replaces the use of a spoon
  - Rubber foot and non- slip handle for comfort and stability
- 3 in 1 Funktion: Schälen, Reiben, Schneiden
- Photo - geätzte, rasiermesserscharfe feine Edelstahlklinge, Made in USA
  - Ingwer mühelos und präzise fein reiben
  - Scharfe Hobelklinge für dünne Ingwerscheiben
  - Seitlicher Schaber ermöglicht ein schnelles Schälen des Ingwers und ersetzt den Einsatz des Löffels
  - Rutschfester Gummifuß und ergonomischer Griff für maximalen Komfort



#48310

Grey/ White / Grau/ Weiß

EAN # 0098399483108

Carton size / VE 6/24



FLEXI ZESTI™

# FlexiZesti™

- Photo-etched, ultra-sharp, fine blade – Made in USA, creates flavorful and aromatic zests
- Effortlessly and precisely zest citrus fruits, silicone top flexes and adapt to the shape of the citrus fruit
- Enclosed dish collects zest as it falls from the blade
- The compact Flexi Zesti™ conforms to the curve of your palm
- Photo-geätzte, rasiermesserscharfe feine Edelstahlklinge – Made in USA, kreiert aromatischen Zestenabrieb
- Müheloses und präzises Zesten von Zitrusfrüchten, der bewegliche Silikonrahmen mit der Klinge passt sich der Zitrusfrucht an
- Die geriebene Schale fällt in die Vertiefung
- Der kompakte Flexi Zesti™ liegt perfekt in der Hand

#34630

Yellow / Gelb

EAN # 0098399346304

Carton size / VE 12/48

#34730

Green / Grün

EAN # 0098399347301

Carton size / VE 12/48

#34830

Orange / Orange

EAN # 0098399348308

Carton size / VE 12/48

12 pack CDU available/ Im Thekendisplay erhältlich (12 Stk.)



TURMREIBE

# Elite Box Grater

- Photo-etched, long-lasting, ultra-sharp, stainless steel blades- Made in USA
- 5 unique blade styles (Fine & Coarse; Ultra Coarse; Ribbon; Large Shaver)
- Includes a removable tray to catch grated ingredients
- Transparent measurement window on both sides (capacity to capture 2 1/2 cups/600 ml)
- Non-slip handle and rubber feet for maximum leverage & stability

- Photo-geätzte, langlebige, rasiermesserscharfe Edelstahlklingen - Made in USA
- 5 einzigartige Klingenausführungen (Fein & Grob, Sehr Grob, 2-Wege-Schneide, große Raspel)
- Ein Schieber inklusive, um das Geriebene aufzufangen
- Zwei Sichtfenster mit Markierungen (bis zu 600 ml)
- Ergonomischer Griff & rutschfester Boden für maximalen Komfort & Sicherheit

#34019

Black & Stainless Steel / Schwarz & Edelstahl

EAN # 0098399340197

Carton size / VE 4/16



VIERKANTREIBE

# 4 sided Box Grater

- Photo-etched, long-lasting, ultra-sharp, stainless steel blades- Made in USA
- 3 unique blade styles (fine, extra coarse & ribbon ) and a slicing blade
- Fine blade is removable for easy access and cleaning
- Non-slip handle and rubber feet for maximum leverage & stability

- Photo-geätzte, langlebige, rasiermesserscharfe Edelstahlklingen - Made in USA
- 3 einzigartige Klingenausführungen (Fein, Sehr Grob, 2-Wege-Schneide) und ein Hobel
- Herausznehmbare Reibfläche „Fein“ für eine leichtere Reinigung
- Ergonomischer Griff & rutschfester Boden für maximalen Komfort & Sicherheit

#34006 Black/ Schwarz

EAN # 0098399340067

Carton size / VE 4/16



# Rotary Grater

ROTIERENDE  
REIBE



- Photo-etched, long-lasting, ultra-sharp, stainless steel blade- Made in USA
- Fine blade effortlessly grates hard cheese, chocolate and nuts
- Large hopper for generous amounts of cheese and other foods
- Unique funnel shape ensures grated results dispense quickly and easily
- Easy to assemble & disassemble
- Photo-geätzte, langlebige, rasiermesserscharfe Edelstahlklinge - Made in USA
- Die feine Klinge reibt mühelos und ergiebig Hartkäse, Schokolade und Nüsse
- Großer Füllraum, um größere Mengen an Käse und anderen Lebensmitteln zu Reiben
- Leichtes Rausfallen des Reibgutes dank der einzigartigen Trichterform
- Einfach zu Montieren und zu zerlegen

#39904 Black & Stainless Steel / Schwarz & Edelstahl

EAN # 0098399399041

Carton size / VE 6/24



KRÄUTERSCHNEIDER 2IN1

# Herb Mill 2 IN 1



- 2 photo-etched, long-lasting, ultra-sharp, stainless steel blades- Made in USA
- Remove top and load herbs into base
- With a simple twist of the wrist, cut fresh leafy herbs such as parsley, basil and mint without bruising or blemishing
- Integrated stem remover, with 3 graduated sizes for rosemary or thyme
- 2 Photo-geätzte, langlebige, rasiermesserscharfe Edelstahlklingen - Made in USA
- Entfernen Sie den Aufsatz und füllen Sie die Kräuter in das Gefäß
- Durch einfaches Vor- und Zurückdrehen werden frische Kräuter wie Petersilie, Basilikum und Minze präzise geschnitten und nicht zerdrückt
- Integrierter Abstreifer in 3 Größen, zur schonenden Entfernung der Kräuter

#48916 Stainless Steel & Green / Edelstahl & Grün

EAN # 0098399489162

Carton size / VE 6/24



SPIRAL SCHNEIDER

# Spiral Cutter



- Ultra-sharp, stainless steel blades
- For use with zucchini, carrots, cucumber and radish
- Create spiral cuts and ribbons of vegetables for gluten free pastas, stir fry, salads and garnishes
- Two slicing sizes: one large and one small for thin and thick vegetable
- Zwei extrem scharfe Klingen aus Edelstahl
- Für Zucchini, Karotten, Gurken und Rettich
- Kreieren Sie Spiralen und Streifen für Gluten-freie Gemüsepasta, Salate, zum leichten Anbraten oder Garnieren
- 2 Größen für verschiedene Gemüsesorten

#48000 Black & Stainless Steel / Edelstahl & Schwarz

EAN # 0098399480008

Carton size / VE 6/24

12 pack CDU available / Im Thekendisplay erhältlich (12 Stk)



# CUBE Cube



- Photo-etched, long-lasting, ultra-sharp, stainless steel blades - Made in USA
- 3 unique blade styles (fine, coarse & ribbon)
- Catch, Measure & Cover - a transparent container, doubles as a measuring cup and cover in one
- Photo-geätzte, langlebige, rasiermesserscharfe Edelstahlklingen - Made in USA
- 3 einzigartige Klingenausführungen (Fein & Grob, und 2-Wege-Schneide)
- Auffangen, dosieren & abdecken

#34002 Black / Schwarz EAN # 0098399340029

Carton size / VE 6/24

9 pack CDU available / Im Thekendisplay erhältlich (9 Stk.)



## KNOBLAUCHSCHNEIDER Garlic Cutter



- Photo-etched, long-lasting, ultra-sharp, stainless steel blades - Made in USA
- Cuts with a simple back and forth motion
- Accommodates up to 2-3 cloves of peeled garlic
- Handy scraper included to remove cut garlic
- Photo-geätzte, langlebige, rasiermesserscharfe Edelstahlklingen - Made in USA
- Schneidet den Knoblauch durch einfaches hin- und herbewegen klein
- Für 2 bis 3 geschälte Knoblauchzehen
- Inklusiv handlichem Schaber, um den geschnittenen Knoblauch zu entfernen

10 pack CDU available / Im Thekendisplay erhältlich (10 Stk.)

#48914 Black & Stainless Steel / Edelstahl & Schwarz

EAN # 0098399489148 Carton size / VE 6/24

VERSTELLBARER HOBEL  
MIT JULIENNEKLINGEN-EINSATZ

## Adjustable Slicer with Julienne Blade



- Straight edge blade - cuts paper thin to thick slices with three settings on adjustable knob
- Etched julienne blade - produces even, long thin strips
- Convenient storage of julienne blade
- Food Holder included for ease of use and safety
- Je nach Einstellung - 3 Schnittstärken - lassen sich dünne oder dicke Scheiben schneiden
- Mit dem Julienneklingen-Einsatz gelingen lange und dünne Streifen
- Einfache und sichere Aufbewahrung des Julienneklingen-Einsatzes
- Inklusiv Restehalter für müheloses und sicheres Schneiden

#34040 Stainless Steel & Black / Edelstahl & Schwarz

EAN # 0098399340401

Carton size / VE 6/24



MULTI-ZITRUSREIBE

## Ultimate Citrus Tool



- Photo-etched, long-lasting, ultra-sharp, stainless steel blade - Made in USA
- Two sizes of decorative garnishing blades
- Scoring blade to help peeling
- Ergonomic soft touch- handle for comfort
- Photo-geätzte, langlebige, rasiermesserscharfe Edelstahlklingen - Made in USA
- Fadenschneider in zwei Größen
- Einkerbé, der das Abziehen der Schale erleichtert
- Ergonomischer Griff für hohen Komfort beim Reiben

#34620 Yellow / Gelb EAN # 0098399346205

#34720 Green / Grün EAN # 0098399347202

Carton size / VE 6/24

12 pack CDU available / Im Thekendisplay erhältlich (12 Stk.)



NEU  
NEW

SCHUTZHANSCHUH

# Glove

- Made of seamless, cut-resistant wire-free knit
- Suitable to use with all Microplane® graters
- Fits either hand
- One size fits all



- Aus nahtloser und schnittfester Spezialfaser hergestellt
- Geeignet für alle Microplane® Reiben
- Geeignet für Rechts- und Linkshänder
- Größe: Einheitsgröße

#34027 Grey / Grau

EAN # 0098399340272

Carton size / VE 4/24

RESTEHALTER

# HandGuard



- To use with any Microplane slicers and graters
  - Keeps hands away from sharp blades
  - Slice securely right down to the last slice
  - Spikes holds food firmly
  - Easy to use with large and small foods
- 
- Für alle Microplane Hobel und Reiben
  - Schützt Ihre Hände vor den scharfen Klingen
  - Sicher schneiden oder reiben bis zum letzten Rest
  - Das Schneidgut wird durch die Dornen auf der Innenseite gehalten
  - Gut für große und kleine Gemüsesorten geeignet

#45047 Black / Schwarz

EAN # 0098399450476

Carton Size / VE 12/144

PIZZA-SCHNEIDER

# Pizza Cutter

- Circular stainless steel cutting blade
- Ideal sharpness for pizzas, tarte flambée, flat bread, tarts, focaccia, quiche and various other baked goods
- Effortlessly glides through different crusts with optimal force
- Ergonomic soft touch handle
- Easy to clean – simply remove blade

- Runde Edelstahlklinge
- Perfekt zum Schneiden von Pizza, Flammkuchen, Fladenbrot, Blechkuchen, Focaccia, Quiche u.v.m.
- Schneidet den knusprigen Teig mühelos und mit optimalem Druck
- Ergonomischer soft touch Griff
- Bequeme Reinigung - Klinge lässt sich einfach entfernen



12 pack CDU available / Im Thekendisplay erhältlich (12 Stk)

#48005 Black / Schwarz

EAN # 0098399480053

Carton size / VE 4/24



NEU  
NEW

Klingenvielfalt

# Blade Guide

Microplane® graters provide professional and home cooks with a wide variety of superior blade styles. The blade styles vary from very fine to extra coarse to satisfy every cooking requirement. Every blade style can be used on a variety of foods. It is simply a matter of choice, depending on which grating result is desired. The texture and aroma of the food will change depending on the different blade style creating a different grating result. One person may prefer the cheese fine, whilst another rather coarse. It is really just a matter of individual taste.

Whatever the need though, a Microplane® Grater makes the kitchen task effortless, efficient and a pleasure to work with.

Die Microplane® - Reiben bieten eine umfangreiche Auswahl an verschiedenen premium Klingenausführungen für Profi- und Hobbyköche. Die Klingen variieren von ganz fein bis sehr grob und erfüllen jeden Rebwunsch. Jede Klingenausführung kann für viele verschiedene Lebensmittel genutzt werden. Je nach Art der Klinge ändert sich die Textur und das Aroma der geriebenen Lebensmittel. Manch einer bevorzugt fein geriebenen Käse, ein anderer eher grob geriebenen. Es ist reine Geschmackssache.

Egal was zubereitet wird, es gibt stets eine Microplane® Klinge zur Auswahl, die das gewünschte Reibergebnis ermöglicht und das Reiben mühelos, effizient und zum reinen Vergnügen macht!

ZESTER KLINGE

## Zester Blade

### Grating Result:

Our famous Zester Blade Style grates very fine, producing a soft, ultra-fluffy grating result. It is ideal for everything that you want to have finely grated and full of flavor.

### Reibergebnis:

Unsere berühmte Zesterklinge reibt sehr fein und kreiert ein weiches, sehr luftiges Reibergebnis. Die Klinge ist ideal geeignet für alle Lebensmittel, die man ganz fein reiben möchte.



GEWÜRZKLINGE

## Spice Blade

### Grating Result:

The spice blade is our smallest blade style and it creates a super fine powder like grating result.

### Reibergebnis:

Die Gewürzreihe ist die feinste Klinge aus unserem Sortiment, mit der man harte Gewürze in feinstes Puder verwandeln kann.



FEINE KLINGE

## Fine Blade

### Grating Result:

The fine blade produces a very delicate, fine texture. A fine cut also produces a more intense flavor on a dish or directly on the taste's buds due to its super-fine and rich nature. The more moist foods like ginger, cloves or chili produce a puree-like texture.

### Reibergebnis:

Die feine Klinge erschafft eine sehr zarte und feine Textur der geriebenen Lebensmittel. Durch das extrem feine und reichhaltige Aroma können den Geschmack auf dem Gericht und auf den Geschmacksknospen intensivieren. Lebensmittel die mehr Feuchtigkeit enthalten, wie Ingwer, Knoblauch oder Chili bekommen eine Püree- artige Textur.





#### GROBE KLINGE

## Coarse Blade

#### Grating Result:

The coarse blade creates small strands of grated food that are slightly coarser than that of the fine blade.

#### Reibergebnis:

Mit der groben Klinge reibt man feine Streifen, die geringfügig größer sind, als die der feinen Klinge.



#### 2-WEGE-SCHNEIDE

## Ribbon Blade

#### Grating Result:

The Ribbon blade is designed to grate in both directions allowing a natural back and forth movement. The Ribbon Blade Style creates medium thin-blade 'strips' - a similar texture to the shaver just a bit finer and thinner.

#### Reibergebnis:

Mit der 2-Wege-Schneide kann man mühelos vor und zurück reiben. Das Reibergebnis sind feine, etwas breitere Streifen, ähnlich wie bei der großen Raspel nur zarter und dünner.



#### GROÙE RASPEL

## Large Shaver

#### Grating Result:

Create visually appealing dishes by adding beautiful shaved pieces of food. The Large Shaver blade creates wide but extremely fine shavings. The beautiful shavings not only make a visually stunning impression but also create an individual and intense texture of flavor.

#### Reibergebnis:

Zaubern Sie anmutige Späne auf Ihre Gerichte und kreieren Sie wunderschön angerichtete Speisen. Das Reibergebnis der Großen Raspel sind feine, breite Späne. Sie sehen nicht nur schön aus, sondern erzeugen auch einen individuellen und sehr intensiven Geschmack durch Ihre Textur.



#### SEHR GROÙE KLINGE

## Extra Coarse Blade

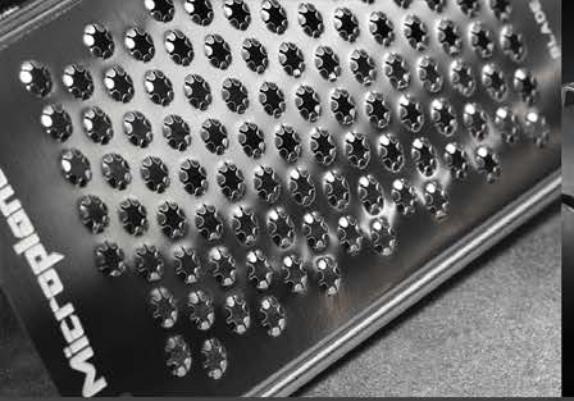
#### Grating Result:

The Extra Coarse blade creates large strands of grated food that are very similar to 'julienne-strips' but just a bit thicker and wider. When you want to highlight the taste of an individual ingredient, this would be the ideal blade style.

#### Reibergebnis:

Die sehr grobe Klinge kreiert längliche Stifte, ähnlich wie Julienne nur etwas breiter und dicker. Wenn man den Geschmack eines Lebensmittels hervorheben möchte, ist diese Klinge ideal.





STERENKLINGE

## Star Blade

### Grating Result:

The ideal blade to create a super fine mist of a powdery, snowflake grating result. It produces a very fine and fluffy result.

### Reibergebnis:

Die Sternenklinge ist ideal um eine Schneeflocken-ähnliche, pudrige Textur herzustellen. Das Reibergebnis ist sehr fein und fluffig.



XL-GROBE KLINGE

## Ultra Coarse Blade

### Grating Result:

This blade creates large strands of ingredients that are ideal when you want to highlight the taste of an individual ingredient or if you need bigger amounts of grated foods.

### Reibergebnis:

Mit dem XL-groben Hobel kreiert breite Stifte aus Lebensmitteln und ist gut geeignet um den Geschmack eines einzelnen Lebensmittels hervor zu heben oder um größere Mengen zu reiben.



PROFI-GEMÜSEHOBELKLINGE

## Slicer Blade

### Grating Result:

The slicer cuts superbly uniform thin slices of cucumbers, radishes, zucchini, potatoes, onions, pepperoni, apples and other ingredients.

### Reibergebnis:

Mit dem Hobel Gurken, Radieschen, Zucchini, Kartoffeln, Zwiebeln, Äpfel, Salami und viele andere Lebensmittel in gleichmäßige dünne Scheiben schneiden.



JULIENNEHOBELKLINGE

## Julienne Slicer Blade

### Grating Result:

The Julienne Slicers precisely cuts the food into long thin strips, very similar to matchsticks.

### Reibergebnis:

Der Juliennehobel schneidet Lebensmittel präzise in lange, dünne Streifen.



# Counter Displays Units



## ZESTER/REIBEN DISPLAY Zester/Grater CDU

- #37520-6 Yellow, Green, Orange / Gelb, Grün, Orange  
12 pack CDU / Thekendisplay (12 Stk.)  
(4 x #46620)  
(4 x #46720)  
(4 x #46820)

- #37520-EMPTY  
Empty display for individual assortment available  
Leeres Display für individuelle Bestückung verfügbar



## PIZZA-SCHNEIDER DISPLAY Pizza-Cutter CDU

- #47091 Black / Schwarz  
12 pack CDU / Thekendisplay (12 Stk.)

## CUBE DISPLAY Cube CDU

- #47582 Black / Schwarz  
9 pack CDU / Thekendisplay (9 Stk.)



- #47582-EMPTY  
Empty display for individual assortment available  
Leeres Display für individuelle Bestückung verfügbar

## MUSKATMÜHLEN DISPLAY Spice Mill CDU

- #47560 Black & Stainless Steel / Schwarz & Edelstahl  
12 pack CDU / Thekendisplay (12 Stk.)



- #47560-EMPTY  
Empty display for individual assortment available  
Leeres Display für individuelle Bestückung verfügbar

## NEU FLEXI ZESTI™ DISPLAY New Flexi Zesti™ CDU

- #47530 Yellow, Green, Orange / Gelb, Grün, Orange  
12 pack CDU / Thekendisplay (12 Stk.)

### # 47530-EMPTY

Empty display for individual assortment available  
Leeres Display für individuelle Bestückung verfügbar



## MULTI-ZITRUS REIBEN DISPLAY Multi-Citrus CDU

- #47520-6 Yellow & Green / Gelb & Grün  
12 pack CDU / Thekendisplay (12 Stk.)



## SPIRAL SCHNEIDER DISPLAY Spiral Cutter CDU

- #47080 Black & Stainless Steel/ Schwarz & Edelstahl  
12 pack CDU / Thekendisplay (12 Stk.)



## KNOBLAUCHSCHNEIDER DISPLAY Garlic Cutter CDU

- #47514 Black & Stainless Steel/ Schwarz & Edelstahl  
10 pack CDU / Thekendisplay (10 Stk.)

# PERMANENTE DISPLAYS

## Permanent Display Units

Microplane® offers eye-catching, well-designed retail point of purchase displays to not only best showcase the company's growing line of specialty kitchen tools and hand-held graters, but also to stir impulse purchases. Depending on the different needs of the retailer.

Microplane® bietet Point-of-Sale Displays, die nicht nur die ständig wachsende Produktlinie von Küchenwerkzeugen bestmöglich präsentieren, sondern auch zu Impulskäufen anregen.

### ROTIERENDES DISPLAY Rotary Display\*

#36081

Clear / Durchsichtig

- Height 54.6 cm
- Width 34.3 cm
- Includes 10 hooks
- 2 wire brochure racks
- Höhe 54.6 cm
- Breite 34.3 cm
- Beinhaltet 10 Haken
- 2 Prospekthalter



### STAND DISPLAY Floor Display\*

#36080

Clear / Durchsichtig

- Height 1.82 m / Width 0.58 m
- Made from 2.5 cm Frosted Acrylic
- Base adapts to allow for 1 or 2 sided display options
- Includes 30 x 20 cm adjustable hooks
- 1 metal shelf, 4 wire brochure racks
- Höhe 1.82 m / Breite 0.58 m
- 2.5 cm starke matte Acrylplatten
- Unterer Teil flexibel: Einseitig oder zweiseitig bestückbar
- Beinhaltet 30 x 20 cm Haken
- 1 Regalboden, 4 Prospekthalter

### KERAMIK-BEHÄLTER Crock\*

#36003 Black / Schwarz

- Ceramic Microplane® crock perfect for displaying 12 of any of the Premium Classic Series Graters
- Keramik-Behälter mit Microplane® Logo, perfekt geeignet für bis zu 12 Premium Classic Reiben

### MASTER SERIEN DISPLAY

#### Master Series Display\*

#36082

Black & Copper / Schwarz & Kupfer

- Size: 650x550 mm
- Includes 6 hooks
- Größe: 650x550 mm
- Beinhaltet 6 Haken



(8x 43320, 4x 43330, 4x 43302, 4x 43304, and 4x 43308)

### DEMO KIT Demo Kit

#36035



Includes:

- 1 Microplane® ceramic crock
- 1 bamboo Microplane® cutting board
- 1 Premium Classic Series Zester/Grater Black (Item #46020)
- 1 usage chart/ table tent

Beinhaltet:

- 1 Microplane® Keramik-Behälter
- 1 Holzschnidebrett mit Microplane® Logo
- 1 Premium Zester Reihe, Schwarz (No. 46020)
- 1 Tischaufsteller von Microplane®



\* GRATERS NOT INCLUDED / REIBEN NICHT INKLUSIVE

MARKETING MATERIALIEN

## POS Marketing Materials

Microplane® offers a variety of marketing materials to the retailers to build awareness and to present the Microplane® brand properly. The materials support generating sales and are for free on request.

Microplane® bietet Händlern eine Vielzahl an Marketing-Materialien, um Aufmerksamkeit zu erregen und um die Marke Microplane® optimal zu präsentieren. Die auf Anfrage kostenlos erhältlichen Materialien dienen der Verkaussteigerung.



GESCHENKBOX FÜR  
PREMIUM CLASSIC ZESTER

### Gift Box for the Premium Classic Zester

#36020

Available on request / Auf Anfrage erhältlich



GESCHENKBOX FÜR  
MASTER ZESTER

### Gift Box for the Master Series Zester

#36320



### ENDVERBRAUCHER BROSCHÜRE Consumer Brochure

#36105 ENG A5

#36205 DE A5

#36305 ITA A5

#36505 FR A5



### PAPPAUFSTELLER Stand-up Display

#36043 40 cm x 14 cm

180x56 cm



### BROSCHÜRENHALTER Brochure holder

#36014



### POSTER Poster

#36041 A1



### TISCHAUFSTELLER Table Tent

#36049 ENG A4

#36045 IT A4

#36044 DE A4

#36046 FR A4

# Useful Tips

## Care & Handling Tips

### Grating with minimal effort

Due to the sharpness of the blades, food slides gently, without any pressure, over the surface.

### Cleaning made easy

Straight after using the grater, tap the food off the blades. Then simply rinse under water after use and drip dry.

### Flexible, secure and stable usage

Each of our graters are equipped with non-slip rubber feet. This allows you to safely maintain the proper angle for you whilst grating food, enabling safe grating on trays, in bowls and on different surfaces. Stability is guaranteed with the rubber foot.

### Easy dosing & grating

Hold the Zester or Fine Blade with the reverse side up and simply slide the ultra-sharp blades over the ingredient you would like to grate. The grated food is captured on the backside of the grater so you can see immediately how much you have. Particularly good for cheese, nuts and citrus peel.

### Secure Storage

Each Microplane® product is equipped with a protective cover. When stored in a drawer, simply slide the cover over the grater and fingers are protected from the sharp blades. The cover ensures blades maintain sharpness over a long period.

### Ensure a long lasting sharpness

Grate without placing force on the blade. Hand wash rather than dishwasher. Use the supplied protective covers.

## Online Resources

### How to Videos

For product videos please check out our Microplane® YouTube channel

 <https://www.youtube.com/user/MicroplaneIntl>

You will find detailed HOW TO videos demonstrating all our unique products. Most videos show step-by-step benefits and features of the product. On request, our customer service team can provide you with all YouTube video codes for use in any application or embedded in a website if needed.

## Hilfreiche Tipps

### Reiben ohne Kraftaufwand

Durch die Schärfe der Klingen gleiten Lebensmittel ohne jeglichen Druck mühelos über die Oberfläche.

### Reinigung leicht gemacht

Gleich nach dem Reiben mögliche Reste leicht abklopfen und unter fließendem Wasser abspülen und trocknen lassen.

### Flexibel, sicher und stabil einsetzbar

Jede unserer Reiben ist mit einem rutschfesten Gummifuß ausgestattet. Dadurch kann man beim Verarbeiten der Lebensmittel die Reibe schräg halten und sie sicher auf und in Schalen oder Töpfen sowie auf verschiedenen Oberflächen benutzen. Stabilität ist durch den Gummifuß geboten.

### Müheloses Dosieren & Reiben

Man dreht den Zester oder die feine Klinge mit der Unterseite nach oben und zieht die Reibe über das Lebensmittel in der Hand. Dadurch sammelt sich das Rebgut in der Rückseite der Klinge und Sie können das Geriebene einfach auffangen und dosieren. Besonders geeignet für Käse, Nüsse und Zitruschalenabrieb.

### Sichere Aufbewahrung

Jedes Microplane® Produkt ist mit einer Schutzhülle ausgestattet. Bei Aufbewahrung in einer Schublade diese auf die Reibe setzen, damit die Finger beim Griff in die Schublade geschützt sind. Die Abdeckung gewährt auch die Langlebigkeit unserer scharfen Klingen.

### Langlebigkeit der Klingen garantieren

Reiben ohne Kraftaufwand. Handwäsche anstelle von Spülmaschine. Schutzhülle verwenden.

## Online-Ressourcen

### Videos

Wie-funktioniert-was-Videos: Nutzen Sie unseren Microplane® YouTube Kanal unter:

 <https://www.youtube.com/user/MicroplaneIntl>

In detaillierten Videos werden unsere einzigartigen Produkte dargestellt. In den meisten Videos werden die Besonderheiten und Vorteile Schritt für Schritt erklärt. Unser Kundenservice Team kann Ihnen auf Anfrage die YouTube Video Codes für Ihre Webseite oder andere Einsatzmöglichkeiten zur Verfügung stellen.

## How to sell Microplane® BEST



Make the superior Microplane® quality tangible and let your customers experience the difference through:

- **Product Training:** Seek product training from our sales representatives so that you and your employees can better explain Microplane® and convey the superior quality and enjoyment of use to your customers.
- **Trial Stations:** Let your customers try the Microplane® product for themselves. It is the best way to explain Microplane® quality. To enhance the experience, Microplane® would be happy to provide our demo kit free of charge, consisting of a Premium Classic Zester, a cutting board and a Microplane® ceramic crock. All that is required by you is to add some fresh nutmeg or a citrus fruit.
- **Product demonstrations:** This is how your customers can best experience the unique quality of Microplane® products. Organize them yourself or contact us: we will be pleased to offer support.

Machen Sie Microplanes® Qualität greifbar und lassen Sie Ihre Kunden diese selbst erfahren durch:

- **Produktschulungen** unserer Handelsvertreter, so dass Sie und Ihre Mitarbeiter Microplane® besser erklären können und dadurch die einzigartige Qualität an Ihre Kunden vermitteln
- **Probierstationen**, so dass Ihre Kunden die Produkte selber ausprobieren und kennen lernen können. Hierfür stellen wir Ihnen gerne unser Demotiket kostenfrei zur Verfügung, bestehend aus einem Premium Classic Zester, einem Schneidebrett und einem Microplane® Keramikbehälter. Legen Sie eine Muskatnuss oder eine Zitrusfrucht dazu.
- **Produktvorführungen** – so überzeugen Sie Ihre Kunden am besten von der einzigartigen Qualität Microplanes®. Organisieren Sie diese selbst oder wenden Sie sich an uns: wir helfen Ihnen gerne.

Make Microplanes® competence visible by:

- Ensuring being fully stocked of our bestseller, the Premium Classic Zester. The original is appreciated by chefs worldwide and is a popular guest in many TV shows. Also create a stage for it in your business. In many classic and modern colors, the Zester is guaranteed to draw attention.
- Offering a wide assortment of blades. Microplane® beginners will quickly become Microplane® enthusiasts and demand additional blade variants. Do not miss sales of the other series, such as Gourmet, Professional, Master, Specialty and many more. Make the first user a repeat customer and win them over as a completely satisfied customer.
- Position Microplane® graters in several places to cross merchandise, they only need small shelf space to create a high rotation.
- Provide detailed information for your customers and point out the superiority of the high-quality Microplane® grater. Our blades come with over 50 years of experience with photo-etching technology. Talk to your customers or use our brochures, flyers, recipes, videos, posters and much more.

Machen Sie Microplanes® Kompetenz sichtbar durch:

- Unseren **Bestseller**, den **Premium Classic Zester**. Das Original wird von Köchen weltweit geschätzt und ist in vielen TV-Shows ein gern gesehener Guest. Geben Sie auch in Ihrem Geschäft die Bühne für ihn frei. In **vielen klassischen und peppigen Farben** lenkt er das Augenmerk garantiert auf sich.
- Ein breites **Reibensortiment**. Microplane® Einsteiger werden schnell zu Microplane® Enthusiasten und verlangen nach weiteren Klingenvarianten. Verschenken Sie keinen Umsatz und führen Sie auch die Klingenkompaktheit der anderen Serien, wie Gourmet, Professional, Master, Specialty und viele mehr. Machen Sie den Ersttäter zum Wiederholungstäter und gewinnen Sie so einen zufriedenen Kunden.
- Eine **Positionierung** der Reiben **an mehreren Orten**, sie brauchen nur kleine Flächen um eine hohe Rotation zu schaffen.
- **Ausführliche Information** für Ihre Kunden und weisen Sie auf die Finessen der qualitativ hochwertigen Microplane® Reiben hin. Unsere Klingen sind durch über 50jährige Erfahrung mit der Photo-Etching-Technologie allen anderen überlegen. Sprechen Sie darüber mit Ihren Kunden oder verwenden Sie hierzu unsere Broschüren, Flyer, Rezepte, Videos, Poster und vieles mehr.

Awaken the emotions of your customers:

- Introduce inspiring recipes using a variety of Microplane® blades.
- Point out well-known personalities that are using Microplane® products > create a sense that Microplane® is on everyone's lips.

Wecken Sie die Emotionen Ihrer Kunden:

- Stellen Sie inspirierende Rezeptideen vor, bei denen die unterschiedlichsten Microplane® Klingen zum Einsatz kommen.
- Weisen Sie auf bekannte Persönlichkeiten hin, die Microplane® Produkte benutzen > Microplane® ist in aller Munde