



## Mr. Food Test Kitchen Launches New Cutlery Line

# UTICA™

The Mr. Food Test Kitchen teamed up with Utica Cutlery to create a line of cutlery and flatware. Partnering with such a longstanding, well-known brand is a natural fit for the Mr. Food Test Kitchen, as we have been a trusted brand for more than 30 years.

The line will include a Cutlery Kitchen Center, which is an all-in-one prep center, and is slated to include ergonomic knives, measuring spoons, a thermometer, a portable timer, and even an extendable cookbook holder for easy recipe viewing. This product line will launch at the International Home & Housewares Show (IHHS), March 7 – 10 in Chicago.

“We’re excited to team up with the Mr. Food Test Kitchen and look forward to launching our innovative line of MFTK cutlery and flatware,” says Mike Mathews, National Sales Manager for Utica Cutlery. “Their brand really resonates with our core demographic.”

## Howard New Spokesperson for Salad Savoy

Howard and the Mr. Food Test Kitchen work with clients to spread the word about exciting foods and new products. Recently, at the International Foodservice Editorial Council’s (IFEC) annual conference in Dallas, Howard educated food industry insiders, editors and publicists about Salad Savoy and their new crop of Lollipop® kale sprouts. “The Mr. Food Test Kitchen’s strength is in its ability to develop recipes that connect with our target audience,” says John Moore, president of Salad Savoy.

Although Howard’s typical day revolves around connecting with the Mr. Food Test Kitchen’s vast network of readers and viewers, he is ideally suited to the task of educating food industry professionals due to his catering and restaurant background. “The event was very successful, and it was a lot of fun to showcase and talk about such a trendy food. Kale sprouts are unstoppable right now,” Howard says.



Howard Rosenthal