



# All-Clad

METALCRAFTERS LLC

## THE MARKET

In the United States, the kitchen rules. In a society where food and food preparation are so important to so many facets of life — from the economy to the family, from entertaining to relaxing — a company that makes a standout product merits special recognition indeed.

All-Clad is one such company. Since 1973, All-Clad has led the way in producing the finest cookware available and continues to be the undisputed choice of professional chefs and demanding connoisseurs.

## ACHIEVEMENTS

All-Clad's achievements sound more like the kinds of stories one would hear out of the automotive and technology fields. Scientific advances in the All-Clad labs are the precursors to market success.

In 1992, All-Clad launched its STAINLESS collection, revolutionizing the stainless cookware market with its highly polished 18/10 stainless exterior and bonded aluminum core. All-Clad's STAINLESS line quickly became the best-selling upscale stainless cookware on the market. As a result, the company began to experience unprecedented double-digit growth.

The next year, after years of development and research, All-Clad launched its LTD and STAINLESS NONSTICK lines. These product offerings came with a lifetime guarantee, unheard of at the time for nonstick cookware.



More recently, All-Clad capitalized on its proprietary cladding technology in 2006 by offering an assortment of high-caliber, distinctive, large shapes such as the round bottom wok and the oval roaster unique to the market.



## HISTORY

The All-Clad story begins in Canonsburg, Pennsylvania, in 1968, with the founding of All-Clad Metalcrafters by John Ulam. The company centered its manufacturing process on the metallurgical technology of "cladding," or bonding metals.

All-Clad in 1973 became the only American cookware company to manufacture a complete line of cookware from raw materials produced in its own rolling mill. MASTER CHEF was the initial collection, constructed of durable brushed aluminum. Due to the excellent response to MASTER CHEF, All-Clad launched the COP\*R\*CHEF collection, with an exterior of burnished copper.

In 1990, All-Clad doubled its staff of metallurgical engineers and enhanced its R&D capabilities to accelerate the development of new technologies and products. Along with these advancements, the company began the development of a long history of associations with the most recognizable names in the field of culinary arts:

- More than 15 years ago, All-Clad became a member of the American Institute of Food & Wine, the James Beard Foundation, and the International Association of Culinary Professionals. The company's products are also used at the Culinary Institute of America, French Culinary Institute, IACP, and the James Beard House kitchen.

- In 1995, All-Clad launched its MASTER-CHEF non-stick cookware line at a press luncheon to celebrate the opening of Chef Daniel Boulud's first restaurant, Café Boulud. All-Clad's non-stick line received five-star ratings by food editors and independent test kitchens. Three years later, the company celebrated a 10-year relationship

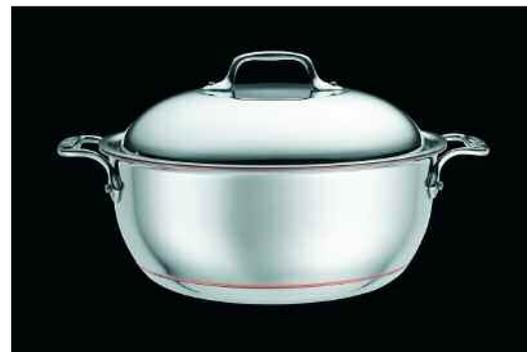
with Chef Daniel Boulud during the opening of Boulud's newly renovated Restaurant Daniel by unveiling the first piece of revolutionary bonded bakeware.

- By the end of 2000, Emerilware — produced in association with culinary star Emeril Lagasse — had exceeded all publicity and sales projections and was contributing to one-half of the 40 percent company growth.

- Most recently, in 2006 the iconic Thomas Keller became the ambassador of All-Clad's Copper-Core line.

## THE PRODUCT

All-Clad developed the innovative process that made bonded cookware possible. Many have tried to copy All-Clad's recipe for success, but there's simply no duplicating a true original, especially when the original consistently develops revolutionary new technologies. A key to this American company's continued preeminence is its success in keeping all products state-of-the-art, while adhering strictly to All-Clad's legendary standard of quality.



**Stainless.** All-Clad Stainless has a hand-polished exterior layer of magnetic stainless steel with matching handles, rivets, and lids for a look that has become an enduring classic. Bonded construction guarantees outstanding performance. All-Clad Stainless cookware may be cleaned in the dishwasher, except for pieces with the optional nonstick cooking surface.

**LTD®.** All-Clad LTD cookware is constructed with a black hardcoat, anodized exterior that will not scratch, chip, or peel. The interior cooking surface is 18/10 stainless that cleans easily and does not react with food. These two layers are bonded with a third layer of pure aluminum for maximum heat conductivity. LTD handles, rivets, and lids are all made of gleaming stainless steel, which contrasts stylishly with the dramatic exterior of each piece in the collection.

**MC2®.** An update of Master Chef, the original professional collection from All-Clad, MC2 blends

industrial-inspired appearance with All-Clad's patented bonding technology. Each piece has a brushed aluminum alloy exterior for a modern, understated style that professional chefs have embraced. The attractive matte exterior layer is bonded to an interior layer of pure aluminum and a cooking surface layer of 18/10 stainless steel for superior performance. The long, stay-cool handles in polished stainless steel add a contemporary accent.

**Copper-Core®.** The latest All-Clad innovation, the Copper-Core Collection features a bonded five-ply construction that combines the superior culinary performance of copper with the cleaning ease of stainless steel. The copper core at the center of each piece guarantees maximum and even heat conductivity, while the stick-resistant 18/10 stainless steel cooking surface is a joy to use. Cookware for true connoisseurs, Copper-Core has a superb "cut-away" design that allows for a striking display in any kitchen.

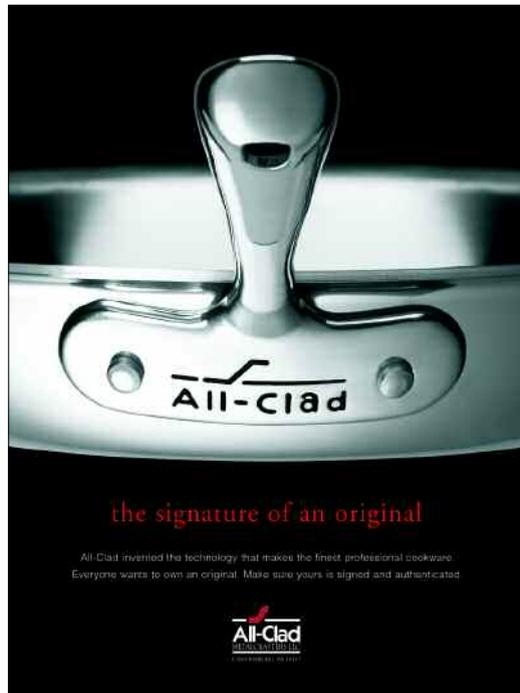
**Cop\*R\*Chef®.** All-Clad Cop\*R\*Chef cookware, with its exquisite copper exterior, is a new stylistic interpretation of a classic look. The extra-thick layer of copper is bonded with an inner layer of pure aluminum and a cooking surface layer of 18/10 stainless for a unique combination of beauty and performance. Ideal for elegant culinary presentations, the Cop\*R\*Chef Collection is as welcome at the table as it is on the stove. Handles and rivets are made from 18/10 stainless steel.

**Nonstick.** All-Clad Nonstick cookware was developed to give the finest culinary results with the easiest cleaning. The unique cooking surface can be used with almost no oil or fat and will not chip or peel. This nonstick coating is applied to cookware constructed with All-Clad's bonding process for maximum and even heating as well as



fast clean-up. All-Clad Nonstick has handles and rivets made from 18/10 stainless steel and is available on selected pieces in the Stainless, LTD, and MC2 Collections.

**Gold Standard® Bakeware.** All-Clad Gold Standard Bakeware is a state-of-the-art collection that features durable five-ply bonded construction with excellent heat conduction and distribution for consistently exceptional baking results. The superb, champagne-colored surface holds up under extreme temperatures and is stick-resistant



and metal-utensil safe. Designed to go right from the oven to the table, the Bakeware is ideal for roasting and cooking favorite dishes as well as for baking. A favorite among discerning professional bakers, the collection allows the connoisseurs who will cook only with All-Clad to experience the same optimum performance while baking.

#### RECENT DEVELOPMENTS

The latest culinary equipment to be introduced by All-Clad includes a range of professional quality accessories. The All-Clad Tool Collection is made from the finest-quality stainless steel and is engineered for comfort and precision. All-Clad stainless mixing bowls are made with flat bottoms and flared rims and are available in a range of convenient sizes. Each of these gourmet accessories is manufactured and designed to meet the All-Clad standard of excellence.

An innovation that All-Clad enthusiasts have been waiting for, the Home Catering Collection offers the ability to entertain an intimate group or a large gathering at home in elegant style with All-Clad's guarantee of exceptional culinary results. A range of enticing choices is available, from a generous coffee urn, to chafing dishes in several sizes and shapes, including a one-of-a-kind individual chafer, ideal for smaller servings. Each of the chafing dishes is designed with a unique locking mechanism for the lid, which allows the dish to stay open at any setting the user chooses. The entire collection, made from the finest 18/10 stainless steel for impressive appearance and durability, combines the fine design and professional-quality materials used in the finest restaurants while catering to the desire to offer stylish hospitality at home.

#### PROMOTION

All-Clad set out in 1990 to strengthen and increase awareness for its cookware among food "influentials" and begins to solidify relationships with such well-known chefs as Daniel Boulud, Jacques Pepin, Jacques Torres, and Wolfgang Puck.

In 1999, Williams-Sonoma unveiled All-Clad's first co-branded cookware line, COPPER-CORE,

manufactured by All-Clad and sold exclusively at Williams-Sonoma stores. The new line featured a unique technology of bonding stainless to a thick core of copper, for the highest level of heat conductivity.

All-Clad partnered with America's favorite TV chef, Emeril Lagasse, in 2000 to develop his exclusive line of signature cookware, named Emerilware. With its hard-coat anodized aluminum exterior and non-stick interior, Emerilware is designed to appeal to a broader base of consumers. By 2005, the Emerilware Stainless 10-piece set had become the single best selling cookware set in America. Emerilware extended its assortment to specialty items; Lagasse introduced and demonstrated these pieces, including a 4-in-1 smoker, at the 2006 International Home & Housewares Show in Chicago.

In over 70 major daily newspapers in August and September 2005, Associated Press distributed stories about All-Clad being *the* tool for serious chefs.

#### BRAND VALUES

Originally designed to meet the demands of professional chefs, All-Clad continues to be the undisputed choice in four-star kitchens throughout the world. Exquisite lines. Impeccable balance. Meticulous hand-finishing. Construction



warranted to last a lifetime. All of All-Clad's collections, as well as the non-stick options, rise to this singular standard. All feature a unique triple-ply construction, bonded to distribute heat evenly. All feature long, stay-cool handles, attached with noncorrosive, stainless rivets. All are made with a hand-polished stainless interior that won't react with food. All-Clad's status as the absolute standard in premium cookware is well deserved.

#### THINGS YOU DIDN'T KNOW ABOUT ALL-CLAD

- All-Clad was at one time part of the world-renowned Waterford Wedgwood group of companies.
- All-Clad started as a company called Clad Metals and produced bonded material for the aerospace, automotive, and shipbuilding industries. At one point, Clad Metals was selling blanks to other cookware companies. All-Clad Metalcrafters was later established, and the two companies joined forces but kept their separate identities.