

COOK  
VISION by B/R/K



the new brand for contemporary cooking

# COOK VISION

by B/R/K

## Intelligent products for the inspired cook

We are delighted that you are interested in cookvision, the new premium brand of the B/R/K Group. cookvision makes the daily cooking even more fun. cookvision stands for products which make cooking easier, better and more attractive.

Versatile, extremely practical in application, space-saving or if you prefer, versatile in design and use; every cookvision product represents something new in its shape and function and has a real added value.

The latest star from cookvision is the new multi-function ‚sizzle‘ cooker. It combines in a unique manner the advantages of boiling, pressure cooking and steaming and is available in a range of different colours. The flexible **alpha** pressure cooking system is still part of the cookvision family, with which the B/R/K Group has revolutionised pressure cooking.

All products from cookvision are noted for their outstanding properties, a design without unnecessary frills and of the best quality at a very good and affordable price.

Our philosophy is to think and act creatively and in a solution-oriented fashion. This involves our developing an intelligent and suitable strategy for presentation and sales of products together with our business partners and in parallel with this, communication aimed at our target groups.

For us it is important to have the entire process in our sights all the time and to support our trading partners.

cookvision brings a breath of fresh air into the kitchen – and into your sales showrooms. See the facts for yourself and have a chat with us. We look forward to talking to you.

## Your advantages:

- innovative products
- real, differentiating product USPs
- highest quality
- focussed communication

Peter and Verena Rommerskirchen  
Managing Partners B/R/K Group



sizzle

enjoying cooking - just quicker and healthier

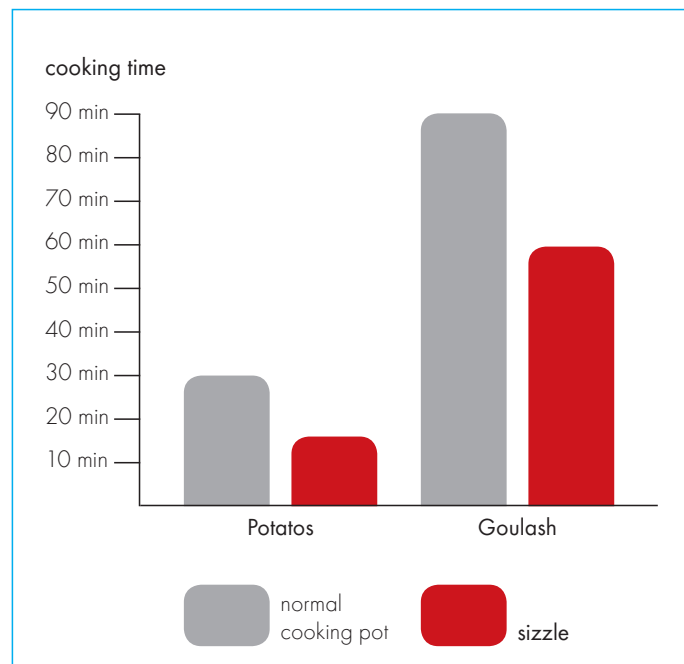


# sizzle

Boiling, pressure-cooking and steaming with a single cooking pot - with the **sizzle**, cookvision launches a completely new product category which combines intelligent technology, highest quality and unusual design at a reasonable price. The **sizzle** with its multi-functional ability imparts the versatility of cooking in a fascinating manner.

## sizzle cooks more quickly ...

The reason for this is the patented lid which closes airtight, thus allowing the temperature in the pot to rise to over 100° Celsius thus accelerating the cooking process substantially.



## sizzle cooks more healthily ...

In gentle steaming in an enclosed system, for which less liquid has to be used, vitamins, mineral trace elements and the food's intrinsic flavour are all retained.

## e.g. vitamin C content using different methods of cooking

In mg/100g	cooking method		
Food	raw	boiled	steamed
Broccoli	55,2	30,8	42,1
Broccoli (deep-frozen)	45,6	22,1	32,5
Pepper	146,0	103,0	126,0
Pepper (deep-frozen)	123	45,8	83,3
Potatoes	23,1	12,6	17,6

From „Lebensmittelverarbeitung im Haushalt“, AID, 2010, study of Schlich, Ziemis 2004

## sizzle is fun ...

With the **sizzle**, everyone can just start cooking, as it is so easy to use and is really self-explanatory. The glass lid, which can be opened at any time, allows you to „cook by sight“ and to season, top up and taste as you are accustomed to do. The patented closure mechanism permitting the pot to be opened and closed with one hand makes cooking with it a really relaxing pleasure.





# sizzle

## sizzle is different ...

Even before it went on sale, the **sizzle** was awarded the Initiative LifeCare 2013 Kitchen Innovation Prize and the 2013 iF Product Design Award. In addition, customers have the choice between several attractive colour schemes which will make the **sizzle** a personal favourite kitchen accessory and an attractive eye-catcher in every kitchen.



„The **sizzle** is a global first. Cooking was never so simple, agreeable and quick, and the various different designs will make them a personal favourite“, declares Peter Rommerskirchen. „We are convinced that the **sizzle**, as the flagship of the cookvision brand, will be an inspiration for many in their cooking for themselves, their families and friends“.



## The new sizzle – the most important selling points at a glance:

- A pot for various different methods of cooking: boiling, pressure cooking and steaming
- Intuitive and simple to use: patented locking mechanism lets you open and close it with one hand
- Specially-developed, unbreakable glass lid for „cooking by sight“
- Time- and energy-saving preparation thanks to a faster cooking process
- Gently steaming preserves vitamins, mineral trace elements and the food’s intrinsic flavour
- Thanks to a patented valve technology, you can interrupt the cooking process at any time for example to add seasoning, top up or to check the taste
- The lid fits air-tight and thus prevents your cooking boiling over
- Manufactured from top-quality 18/10 stainless steel with forged thermal sandwich base
- Can be used on all types of hotplate
- Prize-winning, unusual design
- Attractive and individual colour schemes emphasise your own personality

alpha  
pressure cooking with a system



# alpha

**alpha** signifies a revolution in pressure-cooking habits of your customers, and that in the nicest possible way. Boiling, pressure-cooking, roasting, braising, steaming, defrosting, warming up or preserving - **alpha** is the ideal partner for all these processes.

## alpha is the pot for use every day ...

With its patented pressure-cooker lid, every pot in the **alpha** range can be used as a pressure cooker when required. Fitting perfectly and flexible in use, **alpha** is the perfect companion in every ‚fast‘ kitchen.

## alpha is versatile ...

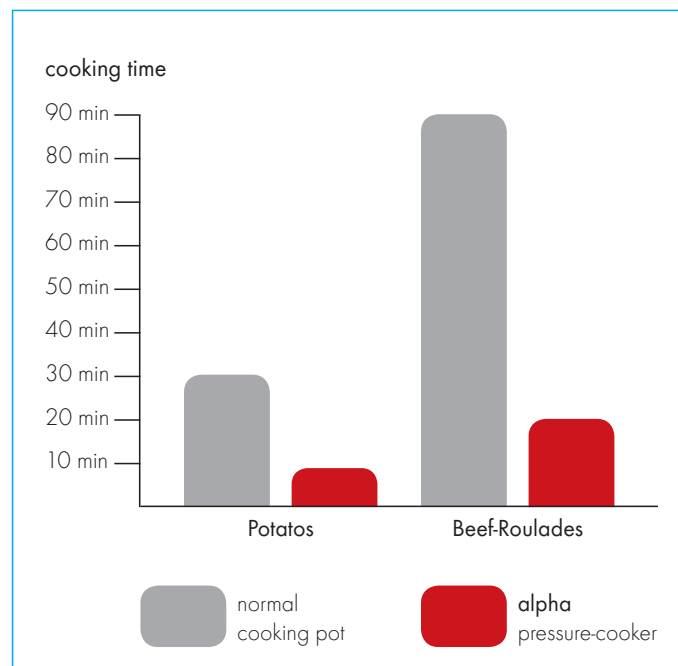
Thanks to a range of accessories such as a glass lid for normal boiling, various steaming and pasta inserts, a braising seal and a double boiler, you can let your imagination run riot in your cooking. **alpha** makes the preparation of meals a real joy.

## alpha creates space ...

...and not only in the ‚design‘ of the daily menu. Since the lid of the pressure-cooker can be used on various pots, **alpha** saves you space in your cupboards and on your shelves and is thus eminently suitable for households with small kitchens.

## alpha has charm and style ...

The **alpha** design is reminiscent of the functional aesthetics of the Bauhaus style. That's something else of which **alpha** has already convinced the experts: winner of many prizes, as „Kitchen innovation of the Year“ and the prestigious „Gourmet Gold“, **alpha** by cookvision is a prime example for modern pressure cooking.







# alpha

## alpha offers your customers:

- A flexible pressure-cooking system - with a variety of pots and sizes you can put together in modular fashion
- Pressure cooking as and when you want it - the pressure-cooking lid fits all pots in the range
- Wide range of accessories - different possibilities for use and various methods of preparation are possible
- More pleasure in cooking due to ease of handling - patented single-handed operation in safety and comfort
- Continuously-variable valve
- Healthy cooking for the entire family - cooking in an enclosed system preserves vitamins, mineral trace elements and the food's intrinsic flavour, perfect too for cooking baby's food
- A quality product with mature technology and manufactured from top quality 18/10 stainless steel - high quality materials and workmanship guarantee uniform heat distribution and fast cooking times on all types of hotplates
- A design which combines functionality and aesthetics, and its good looks make cooking and serving a pleasure



# communications

## Focussed communications

We want cookvision to come across with those whose cooking habits will be changed in the nicest possible way: our customers – and yours. That's why the B/R/K Group plans to gain attention at the point of sale by the use of targeted communications and campaigns. These include regular publications in powerful media with which a circulation of some 10 million will be reached in a very few months. In addition, by co-operating with food manufacturers and running guerrilla marketing campaigns the targeted group of cooking enthusiasts will be approached directly. As flagship of the cookvision brand, the **sizzle** in particular will be in the spotlight of these measures and will generate great interest as well as the „Aha effect“ in the eye of the public.

We will be happy to accommodate any special wishes you may have. Let us get together to discuss developing a sales concept to match your targets.



Brochures for  
the end user



High quality display  
with video-monitor



High quality gift boxes



Posters, advertisements  
etc. in all formats



Roll ups, banners

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