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Silvermark Showcases Mince & Chop

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NEW YORK— Silvermark will showcase the Mince & Chop— a new timesaving, food preparation kitchen tool inspired by the company's best-selling Toss & Chop— at the New York Gourmet Housewares Show.

The Mince & Chop, which took two years to develop, is designed to finely chop and mince small foods, including garlic, shallots, nuts, herbs and spices. For convenience, the product can be used in a small prep bowl. The liquid ingredients can then be added to the chopped foods, making the Mince & Chop perfect for creating more flavorful salad dressings, marinades and sauces.

"My family eats a lot of salad, and making fresh, homemade dressing usually involves something minced, such as parsley, garlic or shallots," said Wendy Silver, inventor of the Toss & Chop, who founded the company with husband Michael Silver. "We developed the Mince & Chop as a logical companion to the Toss & Chop."

The Mince & Chop's overall design is based on the patented Toss & Chop, a handheld culinary tool that chops salads, vegetables, fruits and nuts in a bowl.

However, there are several key differences. The main difference between the two products is size: The Mince & Chop can be used in the smallest of prep bowls.

In addition, the blades on the Mince & Chop are closer together, allowing the food to be finely minced, rather than coarsely chopped.

"There's nothing like it on the market. This is a new category in food preparation," noted Michael Silver.

Both products chop food directly in a bowl and have utility patents. The Toss &

Chop has sold more than 500,000 units and been featured on NBC's "TODAY Show" and "Oprah."



Silvermark's Mince & Chop is designed for use with delicate herbs and spices.