

Press Release: August 2009 – DRAFT final

## The new face of Chinese cooking



**Typhoon Housewares** is going back to its roots in a fantastic tie-up with the ‘new face of Chinese cooking’ on TV, **Ching He Huang**. Typhoon started in business just under 20 years ago with Oriental cooking products and was the first company to launch coloured woks into the market. It has never forgotten its ‘East meets West’ product credentials and now the company is also known for its innovative kitchenware and cookware.

Typhoon is delighted to be joining forces with Ching, whose first cookery TV series *Chinese Food Made Easy* gained an average of 2 million viewers per episode when it aired on BBC2 in summer 2008. Now everyone has the chance to cook like Ching with this great new range of products from Typhoon.

Ching’s style is very much reinventing favourite Chinese dishes, modernising with fresh easy-to-buy ingredients, and demonstrating how healthy, delicious and simple Chinese cooking can be. The **Ching He Huang by Typhoon range** reflects this perfectly (see below). Available exclusively from Debenhams until November 2009:

			
<b>41000</b> 20cm Wok with silver exterior	<b>41001</b> 30cm Wok with silver exterior	<b>41002</b> 35cm Wok with silver exterior	<b>41004</b> 30cm Wok Set with silver exterior

*Durable non-stick carbon steel woks with beautifully hand-crafted bamboo handle. Wok set comes with enamel lid and bamboo turner, tongs and cooking chopsticks. Woks are suitable for use on all heat sources, and are easy to clean.*

			
<b>41005</b> <b>10" Steamer</b> Traditional-style two-tier bamboo steamer, perfect for healthy eating.	<b>41011</b> <b>3-in-1 Chopping Board</b> Heavy duty bamboo board with side handles and non-slip feet. Complete with two colour-coded polypropylene mini boards for hygienic food preparation.	<b>41012</b> <b>Utensil Set</b> Bamboo utensil set incorporating spatula, tongs and skimmer with stainless steel head.	<b>41013</b> <b>Cleaver</b> Perfectly balanced. Made from strong, durable stainless steel with comfortable grip hand crafted bamboo handle.

*Bamboo is an environmentally-friendly alternative to hardwoods, which grows quickly without the need for chemicals. Bamboo is moisture resistant so helps to resist odour and bacteria.*

Press enquiries to: [steph@prdirect.net](mailto:steph@prdirect.net), [sarah@prdirect.net](mailto:sarah@prdirect.net), t: 020 8487 9696  
[www.typhoonhousewares.com](http://www.typhoonhousewares.com)