

FOR IMMEDIATE RELEASE:

P.B.J. GOES GOURMET

New P.B.J. Knife added into Van Vacter Products gourmet gadget line

Redding, CA, December 12, 2007 – Van Vacter Products, a gourmet kitchen tool company, and a division of Lassen Scientific, Inc. <http://www.wesellsuccess.com> introduces a brand new breakthrough gourmet kitchen gadget, the PBJ Bagel Knife, to their already explosive line! Lassen Scientific, Inc., a product development firm, has applied their expertise in the development of surgical scalpels to the creation of this innovative Peanut Butter and Jelly Bagel Knife featuring wave like grooves on an elongated shank attached to their signature ergonomic non-slip power handle. Additionally, their kitchen line is the first to receive the Orthopedic Research Institute Seal of Approval for its ergonomics.

Peanut butter and jelly sandwiches as well as bagels are still a favorite among American's for both children and adults. However, the mess that comes with making them can be enough reason to opt for an alternative. Van Vacter Products, a lover of PBJ's and Bagels, decided they just weren't willing to give this delicacy up. Instead they hit the issue of messiness head on and have come out with an incredible solution. This knife features wave like grooves on the blade that grabs the peanut butter, jelly, or cream cheese and holds it onto the knife, getting more out of the jar the first time. These grooves also act like a cake-decorating tool for fast and easy spreading. The shank on the knife has been elongated compared to the average knife therefore preventing your hands and knuckles from going into the jar and becoming messy, and they have added a serrated blade that cuts perfectly through any thickness of bread.

According to The National Peanut Board, Peanut butter is found in 89% of American Households and the average child will consume over 1,500 peanut butter and jelly sandwiches alone before they graduate high school! As peanut butter and jelly knives are a colossal market that have been underserved for years, Van Vacter Products has created the world's best PBJ Knife to give America a fun, innovative tool that will be a part of their kitchen for years to come!

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Van Vacter Products is a registered trademark of Lassen Scientific, Inc.

Contact

Karly Rider

www.coolfoodtools.com

Karly@vanvacter.net

Phone: (530) 244-2443

Clip Media Available at <http://www.vanvacterproducts.com/news.html>