

**GORDON RAMSAY**

MAZE

by

 **ROYAL DOULTON**

Press Release

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## **Restaurant Expertise Enters Australian Kitchens with Gordon Ramsay Maze by Royal Doulton**

**Introducing Tableware, Oven-to-Tableware, Glassware,  
Stainless Steel Cookware and Chef's Knives**



Expanding his highly successful partnership with Royal Doulton, multi-Michelin starred restaurateur and celebrity chef Gordon Ramsay, introduces a new comprehensive kitchen-to-table collection that draws inspiration from the skilful blend of cool, contemporary design seen in his acclaimed Maze Restaurants in London and Melbourne.

Renowned for his hot temper as much as for his culinary prowess, Chef Gordon Ramsay has always been passionate about cooking and his no-nonsense approach in the kitchen is legendary. The award-winning chef knows creating amazing food demands the very best culinary tools and when teamed with British icon Royal Doulton, the result is Maze – a complete tableware, glassware and cookware collection bringing restaurant-style excellence to home cooking and dining.

Royal Doulton's designers, headed by Dik Delaney, worked closely with Gordon Ramsay and his team to research the finer details of presentation and practicality. Keeping true to its restaurant origins, the brief was to design a range that was highly desirable and of the highest professional calibre, with versatility and durability remaining top of mind.

### **Maze Tableware**

Classic and stylish with a contemporary twist, Gordon Ramsay Maze Tableware by Royal Doulton offers everything you could want for everyday dining. Inspired by Gordon's celebrated Maze restaurants, the range is offered in a fresh colour palette of white and soft blue, providing you with the freedom to mix and match your tableware to ensure the collection is uniquely yours.

Practical and beautiful, Maze tableware is decorated with a pattern of subtle concentric rings, embossed on the smooth, outer surface which is made of lightweight and durable stoneware. All pieces are microwave, dishwasher and freezer safe.

The versatility of Maze makes it the ideal tableware range for any dining occasion and for serving up any style of cuisine. Relaxed and informal, Maze Tableware provides the right ambience to help you unwind and is durable enough to use as often as you like. Prices start at just rrp\$9.95 for a cereal bowl to a very affordable rrp\$175 for a 20 Piece Set.

### **Maze Oven-to-Tableware**

Complementing the Maze tableware range, Gordon Ramsay allows you to move seamlessly from the kitchen to the dining table with the new Maze Oven-to-Tableware range. Offered in white and soft blue, the range is constructed from durable, non-porous porcelain which is highly resistant to breakage, scratches and stains.

Its sleek, modular style features embossed bands that run horizontally around the outer sides, providing traction for the chef in transporting dishes in and out of the oven. The user-friendly Maze Oven-to-Tableware range is oven proof and dishwasher safe, offering a broad range of items including casserole, ramekins, roasters and pie dishes; covering all your roasting and baking needs. Prices range from rrp\$9.95 for a single Ramekin to rrp\$99.95 for a Covered Casserole.

### **Maze Glassware**

Durability and style are the signature features of the new Gordon Ramsay Maze Glassware range. Elegantly proportioned, the range is ideal for relaxed, everyday use and dishwasher safe. With a selection of shapes to cover all occasions, the Maze Glassware collection offers restaurant quality and clean line sophistication for the home. Available in Champagne Flute, Wine, Highball or Tumbler, each sold in boxed sets of four and affordably priced at rrp\$59.95.

### **Maze Cookware**

As any good chef will tell you, good food starts with the right equipment. Designed for everyday use, the Maze Cookware range is made to a standard that satisfies even the great Gordon Ramsay. Strong, durable and made to withstand even the uncompromising life of a professional kitchen, simply add the right ingredients and success is guaranteed!

Constructed from 18/10 stainless steel, Gordon Ramsay Maze Cookware is extremely durable, corrosion-resistant and hygienic. Its heavy gauge aluminum core base encapsulated in stainless steel ensures quick and even heat distribution making it suitable for all heat sources, including induction.

Ergonomically designed handles have a perfect elevation that not only adds elegance, but also takes the hand away from the heat, providing both comfort and safe use. The riveted lid and side handles have been designed with a comfort thumb rest for a solid grip and all handles across the range are made from stainless steel, allowing all items to be used in the oven (safe up to 260°C).

In addition to its visual and technical appeal, the Maze Cookware range has many practical features such as the Steam Basket fitting inside the 20cm Saucepan; many lids are interchangeable; sides of saucepans are high to avoid spills and they have a flared lip for spill-free pouring. Furthermore, each item has been designed to hang perfectly from its handle for easy storage or saucepans can stack neatly together. Prices range from rrp\$84.95 for a Steam Basket to rrp\$699 for a 5-Piece Set.

Gordon Ramsay said, *"If you insist on the best ingredients, you'll love cooking with this range. These are tough stainless steel pans that look beautiful. Weight and proportions are key. In a busy kitchen you spend a lot of time juggling pans, they need to feel right. Control of heat is rapid and heat distribution is even. The result – expertly cooked dishes. Enjoy!"*

### **Maze Chef's Knives (Launched June 2010)**

Gordon Ramsay Maze Chef's Knives are all made from high quality European stainless steel. Each knife features a double bolster handle for greater balance and comfort, allowing even the untrained cook to chop, slice, mince and dice their way around the kitchen with ease.

Ramsay's sleek range of knives include all the essential tools to effortlessly slice through any cooking task, including a Paring Knife 8cm, Utility Knife 12cm, Bread Knife 20cm, Carving Knife 20cm and a Cooks Knife 15cm, which are available individually or in a 6 Piece Block Set. The Maze Collection also offers individual specialty knives, including a Boning Knife 16cm, Cooks Knife 20cm, Santoku 15cm and a Sharpening Steel 23cm, to ensure your knives always remain razor sharp and ready for action.

The extensive Gordon Ramsay Maze Tableware, Oven-to-Tableware, Glassware and Cookware collection will be available from September 2010 in selected Myer and David Jones department stores nationally and from leading independent retailers. For your nearest stockist, please call Royal Doulton on 1300 852 022.

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