



Create. Share. Enjoy.®



PREMIUM COOKWARE AND BAKEWARE WITH EXCLUSIVE RETAILER SUPPORT



NUCU® is an all-new, superbly crafted line of cookware and bakeware designed specifically to speak to the sophisticated home chef whose passion is to create more than what goes on the table, but also moments meant to be savored. Our goal is to give them the confidence to focus on the joy that drives them to the kitchen.

Endorsed by Cook's Illustrated for high performance standards.

ADVANCING THE ART OF HOSPITALITY IN THE HOME

We put our passion and experience from professional kitchens into products that consistently deliver a baking and cooking experience that is flawless. That spirit is now being brought to personal kitchens through a partnership with select specialty retailers.



WE KNOW YOUR CUSTOMERS

want more than pots and pans. They want to create memorable culinary moments with those they cherish most. Bakers are “thinkers” who perfect recipes through precise measurements. Cooks are “feelers” who find creative ways to bring recipes to life. Whether your customer is a “thinker” or a “feeler,” or somewhere in between, the process is the same. They love to **Create, Share and Enjoy™**.



COOKS:
INTUITIVE, CREATIVE “FEELERS”



BAKERS:
SCIENTIFIC, MEASURED “THINKERS”



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WE KNOW YOU HAVE THE SAME PASSION AS YOUR CUSTOMERS.

You want to guide them and help them enjoy the culinary process by providing unique products and experiences they won't find online or at big box chains. That's exactly what you get with NUCU®. We will be the partner that gives you premium products and the dedicated support you need to be successful.

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WE OFFER WHAT OTHERS DON'T

—direct contact with us, the manufacturer, and exclusivity on our premium cookware. We're an American company with a long heritage in the commercial kitchen industry and we know how to give your customers cooking and baking experiences that are flawless, consistent and confident.

CUSTOMIZED MARKETING SUPPORT

is available to help you market your retail business alongside the NUCU® brand. Customized labels and packaging mean your customer will remember the premium product and the experience of your store. MAP pricing and a rigorous retail selection process mean that customers will need to come to you to purchase. We'll also provide customized trade ads, direct mailers, newsletters, packaging labels, website support and social support services.





Our Brand Promise is to bring joy to the table by consistently delivering a cooking and baking experience that is flawless, consistent and confident.



PASSION.

**We don't invest in
premium materials for
status. Customers want
to be inspired.**

NUCU® is a new line of world-class cookware and bakeware specifically targeting savvy, sophisticated home chefs who want to create more than what goes on the table. NUCU® gives your customers the confidence to focus on the joy that drives them to the kitchen. It all comes with powerful retailer support you won't find anywhere else.

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NUCU[®] ESTEEM COOKWARE

Our Esteem Cookware line is available in a five-piece set plus a bonus sixth piece.

- 3.5 qt Conical Sauté, 5-ply
- 3.5 qt Flat Sauté, 5-ply with lid
- 9.5" Natural Fry Pan, 5-ply
- 9.5" 5-ply lid
- Bonus Non-Stick 9.5" Fry Pan

HANDCRAFTED COOKWARE WITH A LEGACY.

Our cookware product is manufactured in our Spain location. Our products have had a proven reputation throughout European kitchens for almost 100 years. Five-ply clad material offers all the advantages of aluminum and stainless steel in one. Superior heat diffusion provides for exceptional cooking results on all kinds of stoves. Our ergonomic handle allows for maximum control while staying cool to the touch.





AMERICAN-MADE BAKEWARE WITH THE BEST OF BOTH WORLDS

Our bakeware is made of 100% aluminum.

This means even heat distribution for better cooking and baking results. The light color ensures that your most delicate pastries and cookies will not over-brown. The non-stick coating allows for easy release of food so cleanup is a breeze.



NUCU® BAKEWARE

The Bakeware line includes:

- Sheet pans:
Small – 13" x 9.5" x 1" Medium – 19" x 13" x 1" Large – 21" x 15" x 1"
- Cookie sheet:
17" x 14"
- Cake pans:
Square – 8" x 8" Rectangle – 9" x 13" Round – 9"
- Pie pan:
9"
- Loaf pans:
1 lb 9.8" x 5.8" x 2.75"
1.5 lb 11.3" x 6.3" x 3.0"

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At Vollrath, we know what it takes to bring quality to the kitchen. For more than 140 years, this family-owned, professionally managed, American company has been manufacturing superior-grade products used both in the back and front of five-star restaurants and hotels around the world.

For the first time, the world-class craftsmanship professional chefs have enjoyed is now applied to a new premium cookware and bakeware line offered to select retailers and their consumers. We developed NUCU® to go beyond a high-quality, premium product. It has the support and dedication of an organization that has been recognized as a leader in the professional foodservice industry for many years. I hope you'll consider partnering with us in this exciting new brand.

—Paul Bartelt, President and CEO
The Vollrath Company, L.L.C.



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