



The All-New Knife Supreme Peanut Oil

Enables Mothers to Cook Like Gourmet Chefs At Home

Enriching Dishes' Flavour and Presentation. Good for the Health of Your Heart

Hong Kong – 19 November 2014: Founded in 1963, Knife Cooking Oil is a well-known edible oil brand in Hong Kong, trusted by mothers of different generations. **Knife Peanut Oil is ranked No. 1 in the Peanut Oil Segment of the edible oil market in Hong Kong (October 2013 to September 2014) by the Nielsen Edible Oil Market Track Research.**

To enable mothers to cook like gourmet chefs at home, Knife launched the all-new Supreme Peanut Oil in October this year. **The Knife Supreme Peanut Oil, made from superior quality peanuts with rich peanut aroma and appetizing golden colour, is suitable for all cooking functions. Each serving (15mL) contains 9g of monounsaturated fatty acid, which is good for the health of heart.**

Star Chef Recommendations

To tie in with the launch, renowned chef Mr. Patrick Chan has been invited to create a feast of gourmet dishes with Knife Supreme Peanut Oil. Chef Chan, the Michelin star chef, says, "For whichever type of cooking oil, it is crucial for it to be healthy as well as delicious. It's for this reason that I always choose peanut oil to be my cooking partner. **This is because peanut oil has no cholesterol. Yet it also has a higher smoke point, making it suitable for different ways of cooking.** The new Knife Supreme Peanut Oil's rich peanut aroma can enhance flavour and presentation of dishes, stimulating our appetite. It is also perfect for final garnishing, making it ideal for cooking star-rated gourmet dishes at home."

Peanut Oil Does Not Contain Cholesterol

It is often rumoured that peanut oil should not be consumed frequently since it contains cholesterol. The fact is: like average olive oil and canola oil, it contains no cholesterol, but a





rich amount of monounsaturated fat which can help lower bad cholesterol (low-density lipoprotein) level in our body without impact on good cholesterol (high-density lipoprotein) level.

About Chef Patrick Chan

Patrick Chan is a chef of Michelin star-rated restaurant, winner of TVB's cooking competition "Apprentice Chef", member of The Original Commanderie Des Cordons Bleus De France and recipient of multiple local and international awards. He is highly praised and respected by the industry. After receiving the "Master Chef" title in the Chinese Cuisine Training Institute, he was rewarded the "International Master Chef for Chinese Cuisine" by the World Association of Chinese Cuisine in 2013, celebrating his achievements and contributions in the food industry. Chef Chan has 25 years of cooking experience in Cantonese, Beijing, Sichuan and Huaiyang cuisine. Chef Chan is known for keeping traditions while seeking innovation. With his skills and creativity, his gourmet dishes are loved by his customers and the mass media. He is the host of TVB's cooking show, "Master Chef Kitchen".

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