

# **AGA** Cookshop



**New Products Summer 2011**

## Introduction

Spring/Summer 2011 sees the launch of an extensive array of exciting new products across a wide range of categories.

With detailed research in to trends, competition and feedback from the market place, we have sourced exclusive products designed to appeal to our customers at competitive prices whilst remaining unique and quality being at the heart of each range.

## Highlights

- AGA fully enamelled Cast iron cookware
- Swiss stainless steel cookware with contemporary coloured silicone furniture and on trend shapes.
- Ceramic coated cast aluminium cookware with German engineering and manufactured exclusively for AGA in the UK
- Textiles with appliqué cupcake, inspired by 1940's floral prints



## **AGA Cast Iron Cookware**

The best cast iron cookware in the market!

At present the cast iron cookware market is growing as people invest in cookware that will give them performance and longevity.

A fully enamelled range of cast iron cookware is being developed by AGA with all the performance benefits of the leading competitor. The added benefits are unique shapes and highly acid resistant interior – all dishwasher friendly and suitable for all heat sources including induction.

And all made in Shropshire.

With the addition of strong, visible branding and seasonal colours, this range will be ready to make an impact in the market place currently filled with 'me too' products manufactured outside of the UK.

The range will be competitively priced with superb presentation box, clear and useful care and use and supported with features and benefits including clarity of place of manufacture.

Throughout June and July as products become available.



OVAL CASSEROLE & LID 2.5LT GLOSS BLACK, CLARET, VANILLA, WHITE	U301 £74.99
OVAL CASSEROLE & LID 4.5LT GLOSS BLACK, CLARET, VANILLA, WHITE	U302 £94.99
RND CASSEROLE C/W LID 1.3L GLOSS BLACK, CLARET, VANILLA, WHITE	U306 £44.99
RND CASSEROLE C/W LID 2.3L GLOSS BLACK, CLARET, VANILLA, WHITE	U307 £69.99
RND CASSEROLE C/W LID 4.2L GLOSS BLACK, CLARET, VANILLA, WHITE	U308 £94.99
RND CASSEROLE C/W LID 6.5L GLOSS BLACK, CLARET, VANILLA, WHITE	U309 £99.99
ROUND GRILL PAN 28CM GLOSS BLACK, MATT BLACK, CLARET, VANILLA, WHITE	U312 £56.99
CHEFS DISH GLOSS BLACK, CLARET, VANILLA, WHITE	U322 £52.99
BAKING DISH 25X15CM GLOSS BLACK, CLARET, VANILLA, WHITE	U303 £52.99
BAKING DISH 35X22CM GLOSS BLACK, CLARET, VANILLA, WHITE	U304 £64.99
BAKING DISH 37CM GLOSS BLACK, CLARET, VANILLA, WHITE	U305 £71.99
COALBROOKDALE POT GLOSS BLACK, CLARET, VANILLA, WHITE	U311 £94.99
FRYING PAN 25CM GLOSS BLACK, MATT BLACK, CLARET, VANILLA, WHITE	U315 £54.99
OMELETTE PAN 21CM GLOSS BLACK, MATT BLACK, CLARET, VANILLA, WHITE	U314 £49.99
CREPE PAN	U310 £49.99
EGG FRYER	U313 £40.99
GRIDDLE	U316 £44.99

SMALL COALBROOKDALE TRIVET	U319	£11.99
LARGE COALBROOKDALE TRIVET	U320	£26.99
OVAL COALBROOKDALE TRIVET	U318	£17.99
HOBPLATE TRIVET 4 OVEN	U317	£29.99
CONTEMPORARY TRIVET	U323	£26.99
LARGE OVAL CONTEMPORARY TRIVET	U324	£34.99
TRIVET 8" TRADITIONAL	U321	£26.99
GLOSS BLACK, CLARET, VANILLA, WHITE		



## New Stainless Steel Cookware - Cherish

Looks as good as it cooks!

Created with an uncompromising eye for both detail and quality the range consists of saucepans and casseroles.

Pans in this range benefit from wave technology. This stable base profile ensures effortless performance, ensuring the pan responds to the heat available

Featuring glass lids with coloured silicone handles embossed with AGA Cookshop logo, this range adds colour to the kitchen and is absolutely on trend for today's busy life style.

The interior is completely smooth, ensuring the pan is extremely easy to clean.

These products are manufactured in Switzerland who have an uncompromising commitment to the environment.

Available in July.



16cm Saucepan	W2861	£69.99
18cm Saucepan	W2862	£75.99
20cm Saucepan	W2863	£79.99
16cm Casserole	W2864	£69.99
18cm Casserole	W2865	£75.99
20cm Casserole	W2866	£79.99
Saucepan Set	W2867	£199.00
Casserole Set	W2868	£199.00



## AGA Textiles

Fabulous new Textiles now at AGA Cookshop!

We have teamed a beautiful appliqué cupcake motif with sugary lilac sprinkles print with a 1940's inspired floral print 'anemone'.

All ready to spice up baking and cooking in the kitchen. All items are designed exclusively for AGA and provide the quality and function you would expect. The contrasting prints give a delightful design touch for lining the gloves and giving contrasting touches for the apron. The lightweight, robust, half panama cotton is teamed with 100% terry to give maximum insulation where it is needed most.

Available now.



Apron, sprinkles	W2840	£18.99
Apron, anemone	W2834	£18.99

- 83cm x 67cm with jaunty appliqué pocket
- Featuring a tie neck strap and long waist straps.



Double Oven Glove, sprinkles	W2839	£22.99
Double Oven Glove, anemone	W2833	£22.99

- 93cm in length
- A cupcake for each pocket, terry palms with steam and grease barrier



Tea Towel, sprinkles	W2835	£4.99
Tea Towel, anemone	W2829	£4.99

- 47cm x 72cm
- Half panama, 100% cotton tea towel
- Very absorbent and hard wearing



Chefs Pad, sprinkles	W2836	£12.99
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- 37cm diameter
- Giving protection to the stainless steel lids of the AGA
- Unique kitchen essential with a myriad of uses from trivet to pot grab and even dish wipe.
- Featuring the appliqué cupcake design



Gauntlet, sprinkles	W2838	£19.99
Gauntlet, anemone	W2832	£19.99

- 43cm length
- Sporting the appliqué on the cuff
- Extra length ensures full protection of the lower arm when reaching deep into the ovens
- The palm has superb terry insulation
- Features steam and grease barrier for ultimate protection



Pot Holder, sprinkles	W2837	£11.99
Pot Holder, anemone	W2831	£11.99

- 23cm diameter
- A useful accessory and a great addition to the range
- Features full terry cotton insulation with steam and grease barrier
- Featuring cup cake appliqué



Pan Handle cover sprinkles W2841 £4.99

- 20cm x 8cm
- Vital for placing over the pan handle if inclined to get hot
- Provides a sure grip when handling hot pans



### Cook's Collection Textiles

Cook's Collection Apron W2843 £19.99

- Cream and black standard apron
- Suitable for ladies and gentlemen of the house
- Made from 100% cotton
- With an adjustable neck strap
- Generous fitting large pockets
- D-ring hanging loop to hang tea towel at the waist

Available now.



## Simon Drew Textiles

We are very pleased to have these exclusive designs by the renowned British Institution, designer Simon Drew. He brings his usual dry wit to the two designs. Look Back in Aga, and Lady Aga.

Available now.



Chefs Pad Lady AGA	W2828	£10.99
Chefs Pad Look back in AGA	W2827	£10.99

- 37cm diameter
- 100% cotton print
- Inner felt insulation and terry on reverse
- All the usual hard working and versatile features of the standard model, but makes you smile too.

Tea Towel Lady AGA	W2826	£4.99
Tea Towel Look back in AGA	W2825	£4.99

- 47cm x 72cm
- 100% cotton print
- High absorbency and durability
- Perfect gift



## Ceramic Coated Cast Aluminium



A new range of ceramic coated cast aluminium will be available from June. Manufactured in Germany by Berndes the light weight but equally robust AGA Berndes cast aluminium cookware with ceramic coating is a perfect energy saver. The high quality ceramic coating inside and outside is free of all PFOA and PFOs and allows food to slide off and give a similar to non-stick property; it also ensures cleaning is extremely easy. The heavy gauge 6mm base of the pan provides optimum heat absorption and distribution and the tapered side walls merge in to a precision pouring rim. Suitable for all heat sources including induction with a 8 year warranty. The range will be available in white and black featuring a 28cm Sauté Pan and three sizes of frying pans with phenolic removable AGA handles and a 24cm casserole. Also available are two lid options: glass lids with black or white silicone rims and stainless steel stacking lids.

Available now.

Sauté Pan 28cm black	W2849	129.99
Sauté Pan 28cm white	W2856	129.99
Frying Pan 20cm black	W2850	69.99
Frying Pan 20cm white	W2857	69.99
Frying Pan 24cm black	W2851	87.99
Frying Pan 24cm white	W2858	87.99
Frying Pan 28cm black	W2852	109.99
Frying Pan 28cm white	W2859	109.99
Casserole 24cm black	W2853	119.99
Casserole 24cm white	W2860	119.99
Silicone Lid 24cm, black	W2847	21.99
Silicone Lid 24cm, white	W2854	21.99
Silicone Lid 28cm, black	W2848	24.99
Silicone Lid 28cm, white	W2855	24.99



## AGA Kettle

Stainless Steel Whistling Kettle - Gloss Black W2824

£74.99

- Stylish modern shape
- Also available in cream and polished stainless steel
- Insulated easy grip handle
- 4mm encapsulated base for excellent heat transfer
- Capacity 2.2litre
- Suitable for all heat sources including induction



Available now.

## AGA Bakeware

Bake-o-Glide™ Cook Set for Total Control AGA W2846

£25.99

- Now with extra large circle
- 4 pre-cut shapes to fit the full size and half size roasting tins, the cold plain shelf and the Simmering Plate
- Ideal for fried eggs, cheese tuelles and much more
- Dishwasher safe



Available now.

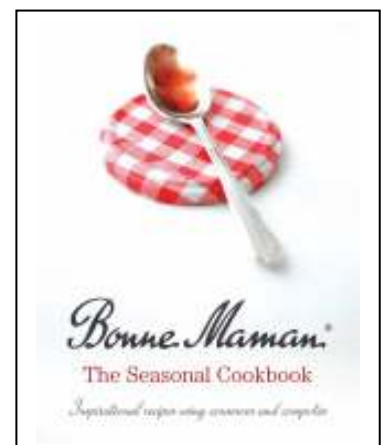
## Book

Bonne Maman, The Seasonal Cookbook W2844

£16.99

- Over 85 contemporary sweet and savoury recipes
- A celebration of seasonal food and cooking
- Evocative colour photographs of every recipe
- Stylish, inspirational craft ideas using the iconic Bonne Maman jars
- Bonne Maman is a prestige brand throughout the UK

Available now.





**AGA**

# Cookshop