

Pink Spirit – Pink Up Your World!

The year 2020 turned our world upside down. But this year has once again shown us that new ideas can be born when things come to a standstill. Friedr. Dick has been inspired to bring colour to the world. The new F. DICK Pink Spirit series has been created.

Pink Spirit stands for radiant optimism, friendliness and empathy. These qualities are a constant companion in life, as well as in cooking. During some of the dreariest times, a bright pink can bring new optimism. Even in feng shui philosophy, this colour has positive character traits – pink is even said to counteract stress.

All the quality features of the popular Spirit series have also been adopted again here. Just like the already familiar bestseller, the Red Spirit series, the Pink Spirit is also uncompromising in terms of sharpness. All blades are ground extremely thin and due to the polished cutting edge, the knife slides easily through the food being cut. The cut is precise and clean.

The handle and its colour are the distinguishing feature of this series. The familiar round, typically Asian handle sits perfectly and comfortably in your hand and meets all the ergonomic requirements of a knife for professional chefs and ambitious amateur chefs.

As part of the product launch of the Pink Spirit series, Friedr. Dick has decided to support the German breast cancer organisation “Pink Ribbon Germany”. This year, 2 euros will be donated for every single knife sold, 4 euros for each knife set and even 10 euros for each knife block set with knives included. More information about Pink Ribbon Germany and its breast cancer awareness campaign can be found at www.pinkribbon-.deutschland.de.

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The following styles of knives are available from May 2021:

Paring knife, 9 cm: Short, flexible and sharp. The paring knife is an essential and versatile tool in the kitchen. For peeling, small cutting tasks and decorating.



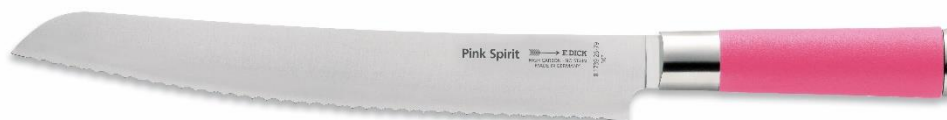
Chef's knife, 21 cm: A real all-rounder – and therefore one of a chef's most important knives. With its pointed blade that is polished on both sides, it is particularly suitable for cutting meat, fish and vegetables, for flattening meat and for chopping and mincing herbs.



Santoku with a Kullenschliff, 18 cm: The traditional Asian chef's knife with its wide, thin and extremely sharp blade is ideal for chopping meat, fish, vegetables and herbs. Thanks to the Kullenschliff, soft food such as cheese can be cut precisely without sticking to the blade.



Bread knife, 26 cm: The long serrated blade cuts clean slices of bread without crumbs – even with wide loaves of bread. Also perfect for larger types of fruit such as pineapples or melons.



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In addition to the individual knives, Friedr. Dick also offers the following sets:

Pink Spirit set

The Pink Spirit set consists of a Santoku with a Kullenschliff and a paring knife. Both knives are among the absolute “must-haves” in the kitchen and are used for almost all cutting tasks.



Pink Spirit 4Knives knife block

The 4Knives knife block is familiar and yet new. The stylish acrylic knife block, supplied with the Pink Spirit basic range (paring knife, Santoku, chef's knife and bread knife) is available immediately and only in an elegant white colour in the Pink Spirit series. A magnetic rail fixes the knife blades in place and safely protects the sharp kitchen aids. The knife block can be disassembled for safe transport and easy cleaning.



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Press Release



Friedr. Dick has focused on sharpness since 1778: a success story that began with a small file cutter workshop in the southern German town of Esslingen, which developed into a high-quality business with a complete product range for chefs and butchers and evolved from a file specialist to a paragon for really good knives. Strict quality criteria and high design standards characterise the traditional brand for professionals, which is now finding its way into domestic kitchens. Every Friedr. Dick knife is made of the highest quality steel and impresses with perfectly balanced blades as well as ergonomically shaped handles for perfect cutting results. The long-standing tradition and experience of manufacturing products for professionals allow us to continuously develop innovative new products.

Further information is available from:

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