

Heat Up Your Profits With “Chef’s Best” FROM LINCOLN FOODSERVICE



INTRODUCING A NEW LINE OF COOKWARE
DESIGNED FOR THE HOME CHEF,
EXCLUSIVELY RECOMMENDED BY
CHEF PAUL PRUDHOMME

SHOT OF 'JUMP
RIGHT IN'
PRODUCT COVER

Our “Jump Right In” Starter Set

PERFECT FOR THE
BEGINNING CHEF

CONTAINS ONE 10” FRY PAN, A
SET OF CHEF PAUL’S MAGIC
SEASONING BLENDS,
AND CHEF PAUL’S
PURE MAGIC COOKBOOK

When it comes to great cooking, every chef knows you have to start with the best. That means the freshest meats, the crispest vegetables, select herbs and spices, the perfect recipe. And of course, the best cookware. With our “Jump Right In” set, you get it all – everything except the meats and vegetables!

JUST THE
COOKBOOK
COVER

Included in this set are our popular 10” Fry Pan, made with the hardest, extra dent-resistant 3004 aluminum alloy for superior strength and durability, with our exclusive CeramiGuard® no-stick surface, the longest lasting, most durable no-stick commercial coating in the business. Chef Paul has chosen a set of his special Magic Seasoning Blends to complement his amazing recipes. And the home chef will find them all in Chef Paul’s new cookbook, with tantalizing dishes from spicy, to “Too Hot for Mrs. Podunk.”

Once your customers purchase this set, they’ll come to know how essential Chef Paul’s recipes and seasonings are to their fine cooking. And they’ll come to rely on Lincoln Cookware for all their cooking, just as Chef Paul does in his own restaurant and cooking displays.

“Everybody thinks his mother is the best cook — but mine really was! Cooking with her was like cooking for a large restaurant. It was incredible what she could do. My mother was a great storyteller, and she talked to me a lot about food — its lore, the different kinds of food and how they’re prepared. All of this is still an inspiration to me.” – Chef Paul

CROPPED SHOT
OF 8” PAN ALONE

Our “Eight Piece” Set

EVERYTHING
FOR THE MORE
DEMANDING
HOME CHEF

CONTAINS ONE 8” AND ONE
10” FRY PAN, OUR
2 1/2 QT. AND 3 1/2 QT.
COVERED SAUCE PANS, AND
OUR 9 QT.
COVERED STOCK POT.

When Lincoln cookware was first produced over 95 years ago, our goal was a simple one: to provide the best quality products to foodservice professionals everywhere. Lincoln was the first to develop and use the Cold Draw Process with 3004 dent-resistant aluminum alloy to create the kind of durable, long-lasting cookware that stands up to the demands of your busy home kitchen.

We were the first to create fry pans with the virtually indestructible CeramiGuard® finish – DuPont Company’s latest improved SupraSelect™ non-stick surface with ceramics.

CROPPED SHOT
OF DIFFERENT
ELEMENTS FOR
THE 8 PIECE SET

SHOT OF
PRODUCT
COVER -
CONTINUES
RIGHT ONTO
PAGE 4

The brushed aluminum process on the body of our cookware means maximum heat absorption and more consistent overall cooking.

Our French style Sauce Pans are perfect for making sauces and for simmering soups. Our tapered side walls mean they’re easy to pour from and have a smaller diameter bottom for more efficient heat distribution. The uniform bottom thickness creates an even boil pattern, just what’s need for more specialized sauces and soups. The heavy-duty rivets on the handles means they will never come loose. Our exclusive Cool Handle® is rated oven safe to 650° F. and allows safe handling of the hottest pans.

Our Stock Pots have half-rolled top edges for superior hoop strength. The spot-welded handles translate into incredible durability, and their rivetless handles prevent leaking and are easy to clean. Pots have diameters less than their height, which helps retain moisture and allow natural churning, and their flat covers are self-ventilating.

It’s easy to see why the “Chef’s Best” line will provide a lifetime of dependable service.

SHOT OF
PRODUCT
COVER -
CONTINUES
LEFT ONTO
PAGE 3

UNLIKE OTHER COOKWARE
SETS, YOU CAN ALWAYS ORDER
OPEN STOCK FROM LINCOLN.

CHOOSE FROM:

- 8", 10" and 12" FRY PANS
- 1 1/2, 2 1/2, 3 1/2, AND 4 1/2 QT.
COVERED SAUCE PANS
- 9 QT., 12 QT. AND 20 QT.
COVERED STOCK POTS
- 1/2 SIZE AND 1/4 SIZE SHEET
PANS.

ALL THE FRY PANS, SAUCE PANS
AND STOCK POTS ARE
AVAILABLE WITH EITHER A
NATURAL FINISH, OR WITH
OUR VERY OWN CERAMIGUARD
NON-STICK FINISH.

These days, the home chef has come to expect the highest quality cooking products. They purchase the best commercial kitchen equipment, from ranges and dishwashers to walk-in freezers. They have seen the days of buying expensive 'decoratorware' copper pots and pans surge, only to leave them hanging up above the stove, gorgeous but little used.

The more aware consumer is on the prowl for better cookware, with the latest designs and the most modern improvements. But they still want cookware that looks good, which is why "Chef's Best" will appeal to them. The natural finish will appeal to the traditional chefs who believe a well-seasoned pan is a mark of their skill, while the CeramiGuard cookware will draw in the chefs who want to spend more time with their bouillabaisse and less time at the sink.

Lincoln has pioneered the recent trend towards superior aluminum cookware. Our special in-house testing facility is Registered by Underwriters Laboratories for quality, a first for foodservice suppliers, and our Research Application Center in Fort Wayne is unmatched in serving the specific needs of our clients.

"I came to realize that the joy of Cajun and Creole food was not just that I appreciated its goodness so much, but that there was this great pleasure I got from watching other people eat it, and seeing the joy in their eyes." – Chef Paul

CROPPED
SHOT OF
DIFFERENT
ELEMENTS
(OPEN
STOCK)

SHOT OF CHEF PAUL

Meet Chef Paul

FIND OUT HOW THIS LAST OF THIRTEEN KIDS GRADUATED FROM COOKING FOR HIS MOM TO COOKING FOR AMERICA.

The last of thirteen children born in his family's home in Opelousas, Louisiana, Paul Prudhomme learned early the value of fresh ingredients and quality products while cooking in his mother's kitchen. After completing school, he went on to study at restaurants all across the country, learning different regions' favorites and specialties.

When Chef Paul Prudhomme arrived back in New Orleans, a mere 90 miles from his birthplace, he began carving out a reputation for great meals and unusual seasonings at a famous Garden District restaurant. And when he was ready to open his own restaurant in 1979 with his wife K Hinrichs Prudhomme, they chose a modest structure on Chartres Street in the French Quarter, built in 1834. K-Paul's Louisiana Kitchen is now famous the world over for its award-winning dishes and innovative cooking.

From the beginning, Chef Paul created magic in his little kitchen, with attention to the freshest ingredients, the most savory fish, meats and poultry, and the finest products. When he chose the cookware that would be used to create his many incredible dishes, he chose Lincoln cookware. They've served him and his patrons well for the 20-plus years they've been in continual use. Whether it's

Chef Paul's signature Blackened Redfish, his famous Andouille or the spicy Shrimp Gumbo, you can be sure they'll be prepared in his well-used set of Lincoln cookware.

Lincoln will partner with world-renowned Chef Paul to deliver what he believes to be the best cookware on the market. Chef Paul has been using Lincoln cookware exclusively for over 20 years during his cooking demonstrations, on his television shows and at his famous restaurant, K-Paul's Louisiana Kitchen, in New Orleans.

After carefully watching the manufacturing process at Lincoln's Fort Wayne headquarters, it became clear to Chef Paul why Lincoln cookware is so durable and has lasted for years. It's been proven at Chef Paul's own restaurant that this cookware is able to endure high temperatures for extended periods of time and still last for years.

Chef Paul feels that if these pans can take the tremendous wear-and-tear that his restaurant subjects them to, then the home chef can be assured of their quality, too.

"If I could get across one idea, it would be for you to treat each ingredient so that you bring out its best quality. If that's done, you can't fail to have a terrific dish. (And don't be timid about it — just jump right in the skillet!)" – Chef Paul

Let Us Help Sell the Goods

LINCOLN PROVIDES YOU WITH A
VAST ARRAY OF MERCHANDISING
SUPPORT:

- HEADER CARDS
- HATS AND APRONS
- IN-STORE MERCHANDISING
- P.O.P. PIECES
- PRESENTATION IDEAS

SHOT OF
DIFFERENT
MERCHANDISING
AND POP PIECES

Care and Use of Your New Natural Finish and CeramiGuard Cookware

- Before using, remove labels and wash in hot water with mild soap to remove any residual oils and lubricants.
- The exclusive Cool Handle® is rated to withstand temperatures to 500° F. Do not use over an open flame, as the handle could become loose and slip off.
- Select the proper size pan or pot for the food being prepared. This saves on energy and cleaning time. Heat the cookware gradually on the burner to preserve its shape. Constant high heat, especially when empty, may warp the cookware and cause food to stick. Use the proper amount of heat to cook foods. Gas flame should not "wrap around" the pan bottom, and should stop before reaching the edge of the pan.
- Use the proper cover recommended for each pan to ensure proper fit.
- Allow cookware to completely cool before washing.
- Clean immediately after use. If possible, wash cookware by hand, rather than in a dishwasher. Scrub with the grain of the utensil when cleaning sides, and in a circular motion when cleaning the bottom. Use plenty of hot water to clean the cookware, and soak up to 30 minutes for stubborn deposits or burned-on food. Use only mild soap and water; no harsh cleansers should ever be used. Rinse in clear hot water.
- Allow cookware to dry thoroughly in an inverted position before storing.
- Store cookware in an organized manner to prevent dents and scratches, which can cause food to burn in those areas.
- Store cooked foods in appropriate storage containers, not in the cookware.
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- Use the proper cover recommended for each pan to ensure proper fit.
- Allow cookware to completely cool before washing.
- Always use plastic or wooden utensils to preserve its natural surface. When washing, use only plastic or cloth scrubbing pads. Do not use any metal or steel wool-type pads, nor any abrasive chemicals. The non-stick surface will come clean with mild soap and water.
- Store cookware in an organized manner to prevent dents and scratches, which can cause food to burn in those areas.
- Store cooked foods in appropriate storage containers, not in the cookware.
- To extend pan life, do not leave a cooking vessel on a heat source without food or liquid in the vessel.
- Choose the proper finish for the kind of cooking you do.