Cestari Shares Thanksgiving Technique Using a Vegetable Scrubber Brush to Skip the Peeler

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With Thanksgiving arriving on November 26, many home cooks are reconsidering the familiar task of peeling pounds of potatoes, carrots and other root vegetables. Cestari, a kitchen tools company, points to a simpler approach for the holiday table: leaving the skins on and cleaning produce thoroughly with a scrubber rather than reaching for the peeler.

The technique centers on scrubbing rather than peeling. By cleaning potatoes, carrots, beets and similar produce well, cooks can prepare skin-on mashed potatoes, roasted carrots and other sides that keep the texture and color of the skins while trimming preparation time during a busy cooking day.

Central to the method is the Cestari double-sided silicone vegetable scrubber brush, a product already available from the company. The tool features hundreds of firm nubs that lift dirt from potatoes, carrots and other produce. It can be used with water alone or with a produce wash, and its double-sided design allows cooks to work through a pile of vegetables before setting it aside to clean.

Susan MacDowell, founder of Cestari, said the approach reflects how many families already cook during the

holidays. "Thanksgiving preparation often comes down to time, and peeling every vegetable adds up quickly," MacDowell said. "Scrubbing instead of peeling lets cooks keep the skins, cut down on prep, and spend more of the day with family rather than standing at the sink."

For those trying the method this year, Cestari offers a few practical tips. First, scrub root vegetables under running water, working the nubs over the contours of each potato or carrot to loosen dirt from eyes and crevices. Second, for skin-on mashed potatoes, give the potatoes an extra pass with the scrubber before boiling so the cooked skins blend smoothly into the mash. Third, dry carrots and other produce after scrubbing before roasting, which helps them brown rather than steam in the pan.

MacDowell noted that the shift also opens the door to trying different dishes. "Home cooks looking for easy mashed potato recipes can start simply by leaving the skins on and adjusting from there," she said. "The scrubber makes that first step practical, and the rest comes down to personal taste."

The scrubber is dishwasher safe and designed without bristles, and it is BPA and phthalate-free. Beyond cleaning produce, its textured surface can serve as a trivet for hot items or provide extra grip when opening tight jars during holiday cooking.

Cestari encourages cooks to adopt whatever routine fits their kitchen, whether that means peeling by habit or scrubbing to keep the skins. The company suggests that the weeks before Thanksgiving are a natural time to test the technique on a weeknight meal before relying on it for the holiday.

Cestari is a company that specializes in kitchen tools, offering a range of products through its online catalog. Many Cestari tools carry a lifetime replacement warranty. In addition to its product catalog, Cestari maintains a blog and a news room that share recipes, kitchen tips and updates related to home cooking and the broader kitchenware industry.

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For more information about Cestari, contact the company here:CestariSusan MacDowell1-978-800-1013support@cestarikitchen.comCestari Kitchen451 King StreetLittleton MA 01460

Cestari

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Website: http://www.cestarikitchen.com

Email: support@cestarikitchen.com

Phone: 1-978-800-1013