



## **Cestari Launches Expanded YouTube Channel and TikTok Recipe Series for Home Cooks**

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Cestari, a premium kitchen brand, has launched an expanded digital content initiative across YouTube and TikTok platforms, introducing weekly recipe tutorials and cooking technique videos designed for home cooks seeking detailed culinary instruction.

The dual-platform video strategy addresses a gap in current cooking content, where industry data shows that 73 percent of online recipe videos run under three minutes, often skipping critical technique details. The Cestari YouTube channel features full-length recipe walkthroughs that complement weekly newsletter content, while TikTok hosts shorter technique demonstrations and kitchen tips.

The YouTube channel has published more than 800 videos and attracted over 1,000 subscribers since its expansion. Content includes recipe playlists synchronized with newsletter issues, featuring tutorials for dishes including Spring Asparagus Tart with Puff Pastry, Butternut Squash Risotto, and vegetarian Borscht. Each video demonstrates kitchen tool usage in real cooking scenarios rather than staged product photography.

"Video content has become essential for teaching cooking techniques, yet most platforms prioritize

entertainment over education," said Susan MacDowell, founder of Cestari Kitchen. "We're creating videos for cooks who want to see every step and understand the reasoning behind each technique."

On TikTok, operating under the handle @susanmacdowell652, the content focuses on quick technique demonstrations and time-saving tips. The account has garnered 10,700 followers and nearly 19,000 likes. Kitchen videos on TikTok are organized into categorical playlists covering pasta preparation, salad techniques, and other culinary topics.

The video expansion aligns with broader industry trends. Kitchen brands across the industry have shifted toward educational content strategies, with video becoming a primary channel for customer engagement.

The initiative targets home cooks who use video platforms for skill development. Content production follows a consistent weekly schedule, with new videos released in coordination with newsletter publications. This integrated approach creates a digital ecosystem for culinary education that extends beyond traditional product marketing.

"The current digital landscape often rushes through crucial techniques or focuses more on personality than practical instruction," added MacDowell. "Our approach shows the texture changes, timing nuances, and small adjustments that differentiate basic from advanced cooking skills."

Premium kitchen brand Cestari Kitchen manufactures kitchen tools backed by lifetime guarantees. The company maintains an online catalog of cooking implements designed for durability and daily use. Beyond product sales, the company operates a blog covering cooking techniques, maintains a news room for company updates, and provides warranty registration services for all products.

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For more information about Cestari, contact the company here: Cestari Susan MacDowell 1-978-800-1013 support@cestarikitchen.com Cestari Kitchen 451 King Street Littleton MA 01460

## **Cestari**

*Cestari Kitchen provides premiere kitchen products for the home cook. Every Cestari Kitchen tool is backed by a lifetime guarantee.*

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