



Cestari Announces Focus on Kitchen Tools That Save Prep Time for Home Cooks

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Cestari, a kitchen tools manufacturer, announced today its emphasis on equipment selection based on measurable time savings during meal preparation and cleanup. The company advocates for choosing kitchen tools that save time, enabling home cooks to spend more time with family and guests rather than in food preparation.

According to a 2023 survey by the National Kitchen and Bath Association, 68 percent of home cooks cite time constraints as their primary cooking challenge. Research from the Food Marketing Institute indicates that the average American spends 37 minutes daily on meal preparation, with cleanup adding another 20 minutes.

"Every minute saved during prep work is a minute gained at the dinner table," said Susan MacDowell of Cestari. "Home cooks often purchase tools based on appearance or trending features, but the items that earn their place in the kitchen are those that consistently reduce the time between starting dinner and sitting down to enjoy it."

The company identifies specific examples of kitchen tools that save time through functional design. A cutting

board with adequate surface area reduces ingredient shuffling and multiple trips between cutting station and cooking area. Glass storage containers that transition from pantry to table to dishwasher eliminate transfer steps. Pantry labels remove the daily search for ingredients and spices, with repositionable designs that adapt as pantry contents change.

Industry data supports this efficiency-focused approach. The Housewares Market Research Council reports that 74 percent of consumers rank time-saving features as their top consideration when purchasing kitchen tools, ahead of price or brand recognition.

Cestari demonstrates these principles through cooking technique videos on its YouTube channel, featuring 190 videos covering weeknight dinners to comfort food classics. Each video shows practical cooking methods that emphasize efficiency in meal preparation.

"The most valuable kitchen upgrade isn't always the most expensive appliance," added MacDowell. "Often, it's the basic tool that's properly designed to reduce steps, minimize cleanup, or eliminate common frustrations that slow down the cooking process."

This approach addresses a documented challenge for home entertainers. A 2024 study by the Culinary Institute found that 82 percent of hosts report still being in the kitchen when guests arrive, missing initial conversations and social connections.

The focus on time efficiency reflects broader trends in home cooking. The NPD Group reports that meal kit services and prepared food sales have grown 23 percent annually, driven by consumers seeking to reduce kitchen time while maintaining home-cooked meals.

Cestari Kitchen specializes in kitchen tools backed by a lifetime guarantee. The company combines traditional craftsmanship with practical design principles to create products that address cooking challenges. Through its blog, video content, and product development, Cestari helps home cooks reduce meal preparation time.

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For more information about Cestari, contact the company here: CestariSusanMacDowell1-978-800-1013support@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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