



Cestari Expands Amazon Brand Store to Streamline Kitchen Tools Discovery for Home Cooks

May 28, 2026

LITTLETON, MA - May 28, 2026 - PRESSADVANTAGE -

Cestari, a kitchen tools brand, has enhanced its Amazon brand store to provide home cooks with a centralized shopping destination for its complete product line, addressing the challenge of navigating countless unbranded kitchen gadget listings on the platform.

The Cestari Amazon brand store showcases the company's full catalog of kitchen essentials, including cutting boards, pasta tools, glass food storage jars, pantry organization labels, and supporting items. The curated storefront enables customers who discover a single Cestari product through Amazon search results to explore the entire collection without leaving the platform.

This strategic approach recognizes that many home cooks begin their product searches on Amazon but struggle to identify quality brands among the vast array of generic kitchen tools. According to a 2023 Consumer Reports survey, 74 percent of online shoppers express difficulty distinguishing between branded and unbranded products on major e-commerce platforms. By maintaining a dedicated brand store on the platform, Cestari provides a consolidated destination that distinguishes its products from unbranded alternatives.

"Home cooks are looking for kitchen tools they can trust, not just another disposable gadget," said Susan MacDowell, co-founder of Cestari. "Our Amazon brand store serves as a discovery hub where customers can see how each product fits into a complete kitchen ecosystem, backed by our lifetime guarantee that covers all products. If a customer feels that any product has not met their expectations for how long it should last, it will be replaced."

The kitchen tools brand offers customers multiple purchasing pathways to accommodate different shopping preferences. While the Amazon storefront provides convenience for platform-loyal shoppers, Cestari also maintains direct sales through cestarikitchen.com, where customers can access exclusive recipe content and subscribe to the company's weekly kitchen newsletter.

This dual-channel approach reflects changing consumer behavior in the kitchen tools market. Data from market research firm Statista indicates that 68 percent of consumers now research branded products online before purchasing, with many seeking established manufacturers over generic alternatives. The Amazon brand store format allows Cestari to present its products within a cohesive brand narrative, complete with product descriptions, usage suggestions, and quality assurances.

The expansion of the Amazon storefront comes as more kitchen brands recognize the importance of controlling their product presentation on third-party platforms. Rather than relying solely on individual product listings, brand stores enable companies to showcase their complete offerings and communicate their value proposition directly to consumers.

Cestari's approach demonstrates how established kitchen brands can leverage Amazon's infrastructure while maintaining brand identity and customer relationships. The company's weekly kitchen newsletter, available through its direct website, provides ongoing engagement with customers beyond the initial purchase, offering recipes, cooking tips, and product spotlights to a community of over 52,000 subscribers.

Cestari Kitchen specializes in kitchen tools designed for durability and functionality. Every product carries a lifetime guarantee, with the company replacing any item that fails to meet customer expectations for longevity. The brand maintains both a Cestari Amazon brand store and direct sales channels, providing home cooks with flexible shopping options. Through its digital newsletter and recipe content, Cestari fosters a community of cooking enthusiasts focused on creating meaningful family connections around the kitchen table.

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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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