



## **Cestari Challenges Conventional Kitchen Wisdom: Choose the Cutting Board Over the Knife Block**

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Cestari, a premium kitchen tools brand, challenges traditional kitchen upgrade priorities by making the case that a quality bamboo cutting board delivers more value than a new knife block for serious home cooks working with limited budgets.

The Cestari kitchen brand points to usage patterns that many home cooks overlook when planning kitchen investments. While knife blocks command prominent counter space and often represent significant purchases, the cutting board beneath sees action with every meal preparation, making it the true workhorse of the kitchen.

The argument centers on practical kitchen economics. A well-crafted bamboo cutting board protects every knife in the kitchen by providing a consistent, blade-friendly surface. This protection extends the life of all cutting tools, regardless of their storage method. Additionally, bamboo boards resist moisture, bacteria, and wear better than many traditional materials, maintaining their appearance and functionality for a decade or more with proper care.

"Most home cooks reach for the same favorite knife eighty percent of the time, which means expensive knife blocks primarily serve as storage for rarely-used blades," said Susan MacDowell, founder of Cestari. "Meanwhile, that cutting board gets pulled out for every single cooking task, from morning toast to evening meal prep. When budget constraints force a choice, the math favors investing in premium cutting boards for everyday cooking."

In contrast, wooden knife blocks face several maintenance challenges. They can develop cracks that harbor bacteria, trap moisture that leads to mold growth, and show visible wear within five years of regular use. The slots designed for specific knives often go unused, as cooks develop preferences for particular blades while others remain permanently sheathed.

Cestari's perspective reflects a broader shift in how contemporary home cooks approach kitchen investments. Rather than following traditional upgrade paths, many now prioritize tools based on actual daily use and long-term value. This practical approach resonates particularly with home cooks building their kitchens gradually, where each purchase must justify its counter space and cost.

The Cestari weekly newsletter regularly explores such contrarian perspectives on kitchen essentials, helping subscribers make informed decisions about their culinary investments. These insights come from analyzing how professional and home kitchens actually function, rather than following conventional retail wisdom.

"We're seeing home cooks become more strategic about their purchases," added MacDowell. "They want tools that work hard every day, not showpieces that look impressive but see limited action. A premium bamboo board exemplifies this philosophy perfectly."

The discussion highlights an often-overlooked aspect of kitchen planning: frequency of use versus perceived importance. While knife blocks create visual impact and suggest culinary sophistication, cutting boards quietly perform essential functions multiple times daily.

Cestari specializes in kitchen tools designed for durability and daily use. The company backs all products with a lifetime guarantee and maintains an active community of home cooking enthusiasts through its digital platforms and educational content. Through its product line and educational resources, Cestari focuses on helping home cooks make practical decisions that enhance their daily cooking experience.

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For more information about Cestari, contact the company here: [CestariSusanMacDowell1-978-800-1013support@cestarikitchen.com](mailto: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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