



Air out, taste in: ZWILLING locks in food freshness with a smart storage system

The new ZWILLING FRESH & SAVE CUBE vacuum system keeps food fresh, organized, and prevents food spoilage and waste.

TORONTO; September 8, 2023: It's hard to admit it: Keeping kitchen shelves tidy can often feel like a full-time job. That isn't just because food products come in a myriad of packaging shapes and sizes - but also because the more groceries you have at home, the easier it is to lose track of them. Forgotten food in the back corner of a cupboard can dry out and lead to it being thrown out. Food waste is becoming a greater sustainability issue around the world. Each year, 35.5 million tonnes of food produced in Canada is lost or wasted and over half of all food waste is coming from private households. This is partly because people are storing food incorrectly, so it doesn't stay fresh for long. That is why [ZWILLING](#) is offering a new solution to our food management problems: A practical & space-saving vacuum storage system that keeps food air-tight and vacuum sealed fresh.



ZWILLING FRESH & SAVE CUBE – the vacuum storage system that has it all

The new storage system revolutionizes dry food management and kitchen organization: The glass-like, 100% see-through [ZWILLING FRESH & SAVE CUBE](#) containers come in nine sizes to preserve the flavours, textures, and valuable nutrients of foods. The clear material is BPA-free, extremely durable and dishwasher-safe. Used with the ZWILLING FRESH & SAVE vacuum pump, the containers keep food fresh at the touch of a button. But even without the use of the vacuum pump, the lids create an airtight seal that safely protects stored food. The containers are modular and can be stacked securely after sealing for space-efficient counter or drawer storage. Use the level indicator on the sides of the containers as well as the transparent window on the lid help to keep track of the fill level and which foods need to be replenished and topped up.



The beauty of smart storage

Preserving food just got even smarter. The ZWILLING app provides smart and easy inventory management and tracking. It works with our smart NFC labels that can be applied to the lids or sides of the containers. Hand write with the provided chalk pen or when scanned with any smartphone, the NFC label automatically opens the ZWILLING app – a portal to less food waste and next-level food organization. The app helps to keep track of all stored food and flags when it's time to use up or restock each item. The new storage system can be expanded with various accessories: An insert with integrated spoon and pourer, a diffuser insert to prevent powdery food from 'exploding' out when the vacuum is released.



Pricing and availability

Prices range from \$25.00 - \$150.00 CAD MSRP

ZWILLING FRESH & SAVE CUBE S box Set (1x Box S, 2x Box 2S, 1x Box 3S, 1x spoon insert, 5x labels, 3x label positioner, 1x pen): \$105.00 MSRP

ZWILLING FRESH & SAVE CUBE M box set (1x Box M, 1x Box 2M, 1x Box 3M, 1x spoon insert, 5x labels, 3x label positioner, 1x pen): \$120.00 MSRP

ZWILLING FRESH & SAVE CUBE SPICE SET

3x Box XS, 120ml: \$40.00 MSRP

Delayed until November 2023

ZWILLING FRESH & SAVE vacuum pump, white: MSRP \$150.00

ZWILLING FRESH & SAVE CUBE, Box L, 1.6L: \$40.00 MSRP

ZWILLING FRESH & SAVE CUBE, Box 3M, 2.9L: \$50.00 MSRP

ZWILLING FRESH & SAVE CUBE, Box 2M, 1.8L: \$40.00 MSRP

ZWILLING FRESH & SAVE CUBE, Box M, 700ml: \$33.00 MSRP

ZWILLING FRESH & SAVE CUBE, Box 4S, 1.7L: \$40.00 MSRP

ZWILLING FRESH & SAVE CUBE, Box 3S, 1.3L: \$35.00 MSRP

ZWILLING FRESH & SAVE CUBE, Box 2S, 825ml: \$30.00 MSRP

ZWILLING FRESH & SAVE CUBE, Box S, 320ml: \$25.00 MSRP

Available on September 8, 2023 from ZWILLING shops and the ZWILLING online shop at

<https://www.zwilling.com/ca>

About ZWILLING

The ZWILLING product portfolio includes fine cookware, a wide range of knives, scissors, cutlery, kitchen aids and electrical kitchen appliances. ZWILLING was established in 1731 by the cutler Peter Henckels and is today one of the oldest brands in the world. The company employs around 3,700 people worldwide in its subsidiaries, over 500 branded ZWILLING stores, shop-in-shops, flagships stores and production facilities in Europe and Asia. The ZWILLING kitchen division includes the brands ZWILLING, STAUB, BALLARINI, MIYABI, DEMEYERE, HENCKELS, BSF, Flammkraft and Santos Grills.

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