

Disadvantages of Common Knives

Mrs. _____, most people have the world's most expensive set of knives! (*Point to junk knife drawer*)

The average knife set is designed to last 2 years, so most households waste a ton of money replacing cheap knives over and over. You probably know this better than I do, **but cheap knives have a lot of problems...**

There are two types of handles...

WOOD Handles are attractive when new, but they are extremely unsanitary! (*Gross Face!!!*)

- They **absorb liquids, bacteria, grease, and germs and retain odors.**
- In several states, restaurants don't use wooden handles because of sanitation concerns.

PLASTIC Handles are usually cheaply constructed, so they melt, chip, crack, and break.

- They are slippery when wet, which is extremely dangerous while you're cutting. (*Concerned Face! Unsafe!*)

Common Knives are Constructed Very Poorly...

Most knives have a **PARTIAL TANG** with **less steel**, making them weak and unbalanced so they **break easily**.

Most **RIVETS** are made of **BRASS**, which expands, contracts, and loosens, creating **unsanitary** gaps.

There are two types of steel...

CARBON Steel is strong but it rusts and corrodes which is unattractive and unsanitary.

STAINLESS Steel looks good but it's a soft metal so it won't stay sharp and is difficult to sharpen.

Have some of your knives gone dull over the years Mrs. _____ ?

There are two types of edges...

SERRATED EDGES rip and tear your food and cannot be re-sharpened.

STRAIGHT EDGES make a smooth cut but they have to be sharpened to remain effective.

The hard cutting surface dulls a knife, not the food. Both of these edges directly contact the cutting board, dulling them quickly. A dull knife is more dangerous than a sharp one because you have to push harder.

4-5K (OVER LIFETIME) = DRAWER

= \$4,000+ on **Junk Knives Unsanitary, unsafe, and un-enjoyable!**

* Some people get so frustrated they will even go spend hundreds of dollars at a time on a butcher block at a department store. So let me explain the butcher block department store sets

7-10K+ (OVER LIFETIME) = BUTCHER BLOCK

- Need to Sharpen regularly
- Hand wash—Not dishwasher safe
- Replace every 7-10 years
- No Guarantee
- NOT made in the USA
- Usually sold in Macy's department stores

Let me show you how **Cutco** has solved all of these problems...