



FIRST CLASS FOR KIDS



PRESS INFORMATION 2009

01.02.2009

## A funny little ,chef de cuisine' to cuddle: at home and on the go

sigikid developed cuddly little chef for the new children's cookbook by Michelin star chef Alexander Herrmann and now presents a complete collection with the funny character at the International Nuremberg Toy Fair 2009.

sigikid's cuddly little gourmet called "GENUSS-SHERIFF" has got a keen sense for what tastes good to children. The cute cuddle dog takes up a centre stage in the latest cookbook for children by Alexander Herrmann and provides a lot of information and useful cooking tips to young chefs. With this character the sigikid designers have developed an exciting collection that will be presented by the celebrity chef Alexander Herrmann himself at the Press Preview on 4 February 2009 (International Toy Fair, Nuremberg Exhibition Centre, CCN Ost)

From crispy cannelloni to octopus-shaped sausages: TV cook Alexander Herrmann presents 10 favourite dishes in his latest book. From schnitzel to pasta, sausages to pancakes: every dish is an imaginative creation that makes children want to taste.

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The book shows how kids can be involved in preparing the tasty meals. Cooking, they may change their mind about fresh ingredients because a kiwi fruit is less frightening bathing in a custard lake! And zucchini are much more exciting if layered on the plate as a rocket!

3 strong brands took a share in contributing their know-how for this exciting project: the renowned Munich publishing company Gräfe und Unzer, the Bavarian celebrity chef Alexander Herrmann and the cuddle brand sigikid. So, the adorable little gourmet is not just the star of the lovingly illustrated book but also a cuddly companion with chef's hat, apron and "SHERIFF" star.

### **A nice collection**

The sigikid designing team have developed a complete collection with the little gourmet. Beside the cuddly figure that is available in different sizes, a functional breakfast bag for kindergarten, a nice lunch box, a water bottle as well as a cutting board - all lovingly decorated with the friendly cook - now add to the collection. Of course, also available for young cooks: apron, hat and the "GENUSS SHERIFF" star.

sigikid and Alexander Herrmann donate a part of the sales profit to the German José Carreras Leukaemia Foundation.

**The „GENUSS SHERIFF“ collection will be presented at the Press Preview as well as on the sigikid booth in hall 3, E08 - D15 at the 60<sup>th</sup> International Toy Fair, 5 - 10 February 2009.**

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### **Alexander Herrmann - takes pure pleasure in cooking**

The 37-year-old chef from Franconia (Bavaria, South Germany) caused quite a stir in the international gourmet scene with his creative and quite adventurous interpretation of the German and the local cuisine. So far, he has been awarded several times: one star in the Michelin Guide in 2008, 16 of 20 in the Gault Millau Guide 2008 as well as “Shooting star of the year 2005” awarded by the renowned Bertelsmann Restaurant & Hotel Guide.

Also in the media Alexander Herrmann has established: beside his own TV show he is regularly asked to present his know-how in other cookery shows on TV or radio.

### **German José Carreras Leukaemia Foundation**

The spanish tenor himself suffered from Leukaemia in 1987. Due to the extraordinary work of the team of professionals who took care of him and new medical expertise he overcame Leukaemia. José Carreras has always emphasised how fundamental to his recovery were the affection and support of his family, friends and people from people all over the world. Soon after his recovery, José Carreras felt that there was a debt to be paid. So, in 1988 the Fundación Internacional José Carreras para la lucha contra la leucemia based in Barcelona was created. Over the years further foundations in the US and Switzerland were set up. Finally, in 1995 the German José Carreras Leukämie-Stiftung e.V. was brought into being. Together they aim at fighting against leukaemia in a variety of ways.

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