

INTERNET

Wolf Appliances “curries up” a smattering of easy recipes

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Recipe from Reclaim Your Kitchen

By FORREST CARDAMENIS

Cooking appliance brand Wolf is empowering consumers to "reclaim the kitchen" with a series of videos.

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In recent years the number of meals made at home has decreased, so Wolf has brought in individuals from all walks of life to discuss how they find time to cook and share quick, delicious recipes. Cooking is a skill that almost everyone has a use for, and learning through Wolf will make the brand more desirable.

"Wolf knows its consumers care about healthy food, the process of preparing it, and setting aside time to create moments with family," said Brian Jones, director of marketing at [Wolf Appliances](#).

"Reclaim the Kitchen allows Wolf to leverage its leadership position and use its established voice, to share tools and resources to inspire and empower consumers who have the same mindset," he said. "These resources are available to anyone aspiring to get back into the kitchen."

What's your go-to?

On [reclaimthekitchen.com](#), which launched back in February to bring people together to prepare and enjoy meals ([see story](#)), a number of personal and useful videos have been added.

In one video, pastor and mother Elizabeth Boone McClain discusses her love of cooking, particularly peppers and other vegetables. Ms. McClain discusses the therapeutic gains she gets from chopping vegetables and shares her 30-minute rule-of-thumb.

She discusses the aesthetic properties and versatility of peppers and cauliflower, briefly listing different cuisines and meals. Although many people see cooking as something you do for others, Ms. McClain goes on to explain that she really cooks for herself.

"In a Pickle, Pick a Pepper"

For time-strapped consumers, the minimal effort of ordering food or grabbing a quick bite on the way to and from home is appealing. By presenting cooking as a pleasurable activity in and of itself, Wolf is helping convince those consumers to spend half an hour on a good meal.

"Finding the time to cook is a typical barrier for everyone," Mr. Jones said. "Our intent is to reach those with a similar mindset, not just target a demographic, and to show that Reclaiming the Kitchen doesn't have to be a complicated or

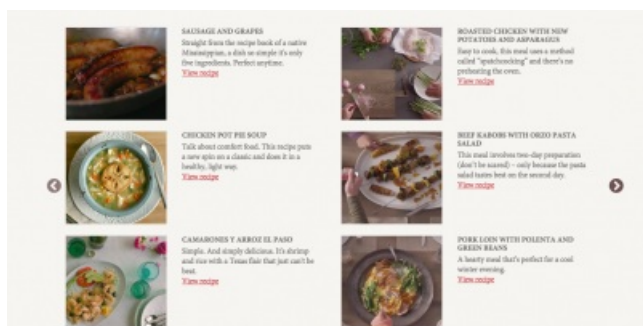
time-intensive process."

"Curry Up"

The videos are versatile, featuring many different entrees. Tracy Kurtz, records manager at Dallas Municipal Court, discusses how he began cooking at the age of 10 and professes his love for camarones y arroz, or shrimp and rice.

Mr. Kurtz's rule-of-thumb is that it shouldn't be work: practice makes perfect and loud music make cooking even more enjoyable, and in just 40 minutes he can make a meal that looks like it took all day.

Other videos include curry, southern grapes and sausage, figasa/focaccia and beans with professional photographers, Saveur's food editor and bloggers. Hearing a food editor who went to culinary school saying that simple seasonings and a few fresh ingredients can make myriad quick and easy meals will provide any first-time cook with the confidence to keep at it.



Reclaim Your Kitchen recipes

"The Reclaim Your Kitchen videos are authentic and relatable," said Jim Gentleman, senior vice president of account management and strategy, **SK+G**, Las Vegas. "They do a nice job of bringing the 'Reclaim Your Kitchen' message to life without feeling like heavy-handed messaging from Wolf."

Scrolling past the videos, consumers can find the recipes for numerous meals, including those in the videos, as well as links and descriptions to a number of helpful cooking sites for novices and experts alike.

Many consumers dislike it when they are being overtly advertised to. Providing useful and educational material allows Wolf to start a relationship with a prospect on good terms.

Additionally, concern for a brand's values is a growing trend, and by emphasizing the familial nature of cooking without ignoring the march of time, Wolf shows the consumer that its values are in line with hers.

"The lifestyle marketing approach used here is not necessarily unique in the high-end, luxury market," Mr. Gentleman said. "At Wolf's price point, impeccable quality is the price of entry."

"The 'Reclaim Your Kitchen' series is meant to humanize the Wolf brand and make it relatable on an emotional level," he said. "It's a 'soft-sell' approach that helps the Wolf brand stand for something beyond quality kitchen appliances. By relating their products to the themes of 'home,' 'family,' 'quality time,' and 'togetherness,' Wolf is trying to transcend the category and stand for something bigger."

Retail kitchen

Recipes are often used to make contact with potential consumers through their stomachs.

For example, New York department store Bergdorf Goodman asked consumers to show off their culinary skills to promote its branded cookbook this past March.

Along with recipes from "fashion friends" such as creative director of Marie Claire magazine Nina Garcia and beauty magante Bobbi Brown, the retailer has included its own dishes from its in-store restaurant into the Bergdorf Goodman Cookbook. By incorporating its connection to the fashion industry as well as highlight its own culinary offerings, Bergdorf is able to continue the in-store experience within the consumer's home ([see story](#)).

Other retailers have gone the video route to bring good food to consumers.

In August, Saks Fifth Avenue brought the culinary expertise of its in-store chefs to its consumers' homes with a new online series.

#SaksCraves spans the department store chain's POV blog and social media channels, featuring recipes, videos and

content that aim to inspire consumers to experiment with food in their own kitchens. While fashion retailers typically focus on the merchandise available in-store, it can be beneficial to highlight the other experiences awaiting consumers when they come to shop ([see story](#)).

"For 'What's Your Go-To?' we looked for a diverse group of people who have a great relationship with food and love to cook, regardless of their busy schedules," Mr. Jones said. "The goal of Reclaim the Kitchen is not to sell products, but to help people understand that making a meal doesn't have to be a huge commitment or added expense."

Final Take

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