

CHAMPLAIN, N.Y., Oct. 3, 2013 /PRNewswire/ -- In order to expand business in the USA although products are available at WalMart, TruValue, Ace Hardware, Do it Best and many more,

COOKINA®

is proud to announce that Celebrity Chef George Duran has joined the COOKINA® team.

Author of *Take This Dish and Twist it*, known for his Food Network show *Ham on the Street* and most recently host of TLC's

Ultimate Cake Off,

Chef

George Duran

has appeared as guest on the Dr. Oz Show, NBC Today, CBS This Morning, The

Wendy Williams Show

, The Nate Berkus Show and many others.

He is already on COOKINA®'s website and will be the star of several new video capsules to be aired in November. He will also make appearances in selected tradeshows. You will read about George's recipes and tips on all social medias related to COOKINA® such as Facebook, Twitter, Google+ and Pinterest.

COOKINA®

is expanding in the Food Service business with the ELITE SERIES. These new products will be presented simultaneously in the next few days at the IBIE show in Las Vegas and ANUGA show in Cologne, Germany.

The ELITE SERIES consists of 4 SKUS offered in packs of 25 units:

- Bread & Pastry, US Full Size
- Bread & Pastry, US Half Size
- Pizza 16 Inches
- Pizza 12 Inches

These products are reusable, reversible and easy to clean and are ideal to replace costly parchment papers. The ELITE SERIES is available only for the Food Service industry and professionals and can be shipped from warehouses in the USA, Canada and China.

To be launched at the IBIE show in Las Vegas from October 6 to 9 and at the ANUGA show in Cologne, Germany from October 5 to 9.

About COOKINA®: www.COOKINA.co

COOKINA® is quickly becoming the alternative to aluminum foil, wax and parchment papers.

All **COOKINA®** products look like a sheet of plastic except that they are heat-resistant and they won't burn. Their non-stick quality allows you to cook your food to perfection without using oils or sprays to grease the surface. **COOKINA®** makes sure everything glides and nothing sticks thanks to a revolutionary material. They are reusable and hold no odor or flavor from previous use. All products are FDA (America) & LFGB (Europe) compliant.

Celebrity Chef George Duran Joins The Team COOKINA®; Launches ELITE SERIES For Food Service

Written by Australian Business

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