Landing Page Copy *Copyedited by CAM*

*Take Knife Skills to Pro Level*

Knife Techniques Videos (DVD)

PLUS! *50 Effective Knife Techniques* Companion Textbook (256 pages)

[Image: DVD cover, DVD icon, KT textbook]

More than 3-hours of video featuring over 80 demonstrations, ***Knife Techniques Videos* (DVD)** features award-winning chefs demonstrating the proper methods of cutting foods. Learn basic cuts, such as the dice and julienne, to advanced techniques, like deboning a whole chicken. Learn which cuts to use for specific foods. Become a stand-out in the kitchen! Develop proficient knife techniques **to minimize waste, promote even cooking, and enhance plated dishes.** Culinary students, chef instructors, and home-cooking enthusiasts will benefit from owning the *Knife Techniques Videos* (DVD) and companion textbook to perfect their skill level and practice, practice, practice!

[Buttons] Buy Now Look Inside (textbook chapter)

## Take a Closer Look [Subhead repeats the outlined-in-black special effect of textbook title as “trigger-cue”]

[Image: 3 Large, Beautiful, Sharp Carrot Photos—batonnets, brunoises,—on back of textbook and assuming repeated on the DVD?]

[button] ***Knife Techniques Videos* (DVD) Sampler**

Highlights from this comprehensive instructional tool cover basic to advanced knife techniques. Knife cuts are detailed through step-by-step videos to reinforce learning.

[button] **Cutting Supremes: Sample Technique Video**

See how each of the 50 knife techniques are demonstrated, with close-ups of proper hand and product placement.

[button] **Table of Contents Video**

A visual walk-through of the DVD’s table of contents, organized into seven sections and easy-to-search techniques.

[LR preview] **Online Learner Resources**

***Free access included*** with the companion textbook. Featuring Quick Quizzes™, an Illustrated Glossary, Flash Cards, a Media Library, and access to ATPeResources.com. Supports learning and mastery of knife techniques.

[IR preview] **Online Instructor Resources**

***Time saving and value-priced.*** Fast-track course development, reduce course preparation time, and enhance instructor-led, online, and hybrid course formats. Includes Study Questions, plus exclusive “Techniques Evaluations” (scoring sheets) that cover preparation, techniques, and appearance standards with a scoring measure of 3 (excellent) to 0 (unsatisfactory).

**Attention Instructors:** Immediately review ***50 Effective Knife Techniques*** (companion textbook) by clicking here. **FREE Online Instructor Resource** when purchasing a classroom set of 20 (DVDs, textbooks or bundles).

Select the Product That Fits Your Needs

***Knife Techniques Videos* (DVD)**

**$85**

3-hours+ of high-quality video

Covers basic to advanced knife cuts

Image-rich videos support self-paced visual learning

**Bundle: *Knife Techniques Videos* (DVD) + *50 Effective Knife Techniques* (Textbook)**

**$95**

Watch, Listen, Read.

Speed information retention and knife skills proficiency with practice!

Save $10 off the 248-page companion textbook when you purchase the bundle.

***Knife Techniques* Online Instructor Resources**

**$340**Section and technique instructional plans

Over 950 PowerPoint® Presentation slides

More than 300 test questions, organized by section

100 Technique Evaluations (score sheets)