



GREAT  
BRITISH  
CHEFS

## APPLIANCES AND COOK'S TOOLS

### GREAT BRITISH CHEFS INSIGHT

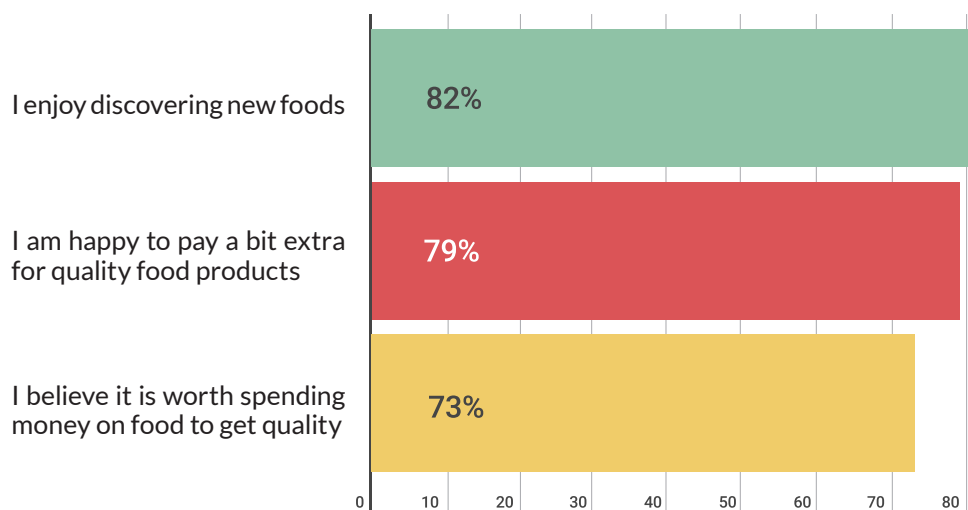
## Summary

At the start of 2017, Great British Chefs completed a deep dive into the world of foodies. An extensive survey was completed by 5,361 UK-based people who agreed with the statement, 'Would you describe yourself as a foodie?' A full White Paper was published in late February but with the size of our sample we were able to dig into specific areas in greater detail.

This White Paper, focusing on appliances and cook's tools analyses two questions we asked about what appliances and cook's tools people had at home. The list of appliances included both mainstream items like slow cookers and stand mixers, as well as more niche items like ice cream makers and smokers. The list of cook's tools were equally diverse and contained everything from regular mandolines to, kitchen tweezers and ravioli cutters.

Foodies have a lot of kit at home, be that electrical appliances or specialist cook's tools like piping bags. On average, foodies own 14 electrical appliances and 12 cook's tools and the choice of items show that foodies are striving to create stunningly presented dishes that are full of flavour. Foodies have clearly bought into the idea that it is worth investing in specific appliances to get quality results. From stand mixers for perfect cakes and meat thermometers for precision cooking to smokers for that home-smoked taste. They also have a wide range of tools that include everything from sugar thermometers and piping bags to pizza stones and squeeze bottles.

### Investing in their passion



*Question: Which of the following statements do you agree with? (Please tick as many as appropriate)*

Gaining a real insight into the appliances and cook's tools that foodies have, allows brands to identify and target specific groups within this audience. Foodies are passionate about cooking and are prepared to invest in relevant and inspiring stories.

**Ollie Lloyd (CEO & Co-Founder)**

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## Appliances

In order to create the 94 dishes that an average foodie cooks at home with hundreds different of ingredients, they strive for a well kitted out kitchen. On average, foodies have 14 appliances – but many of them have more.

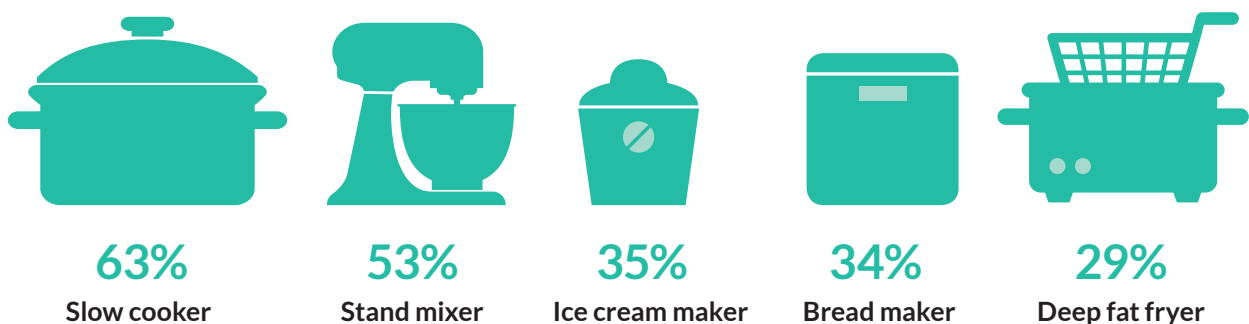
### Multiple appliances



Question: What appliances do you own? (Select all that apply).

An impressive number of foodies have invested in a stand mixer (53%), an ice cream maker (35%), a vacuum packer (13%), a smoker (12%) and a sous vide water bath (8%).

### Key appliances



Question: What appliances do you own? (Select all that apply).

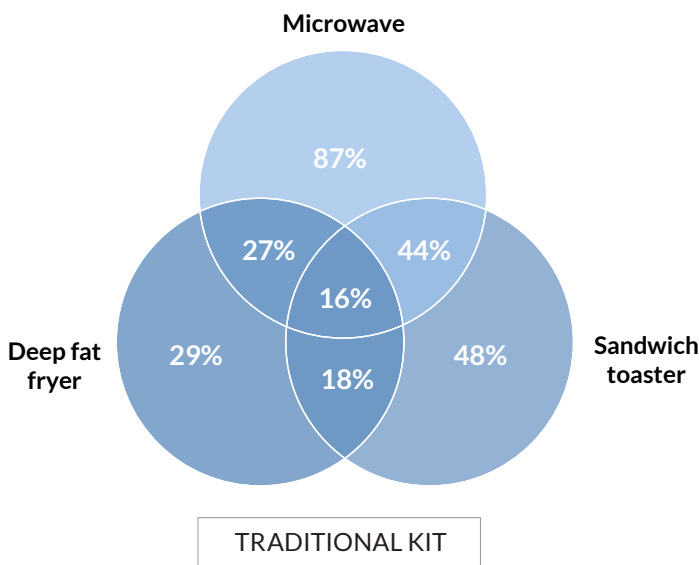
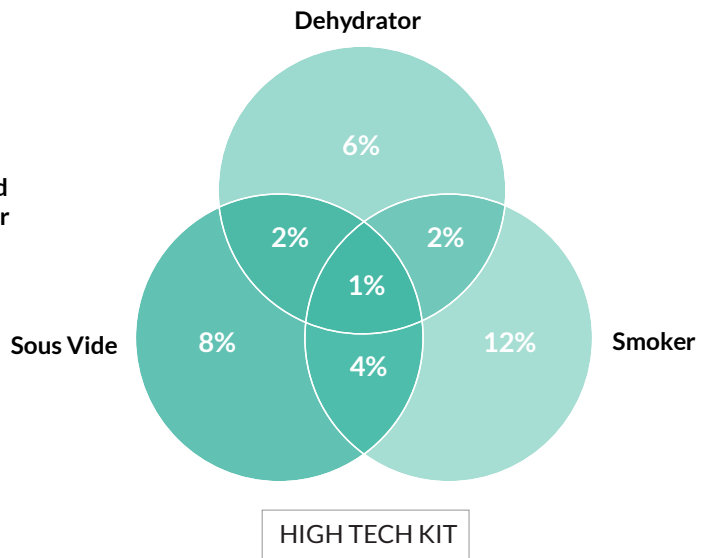
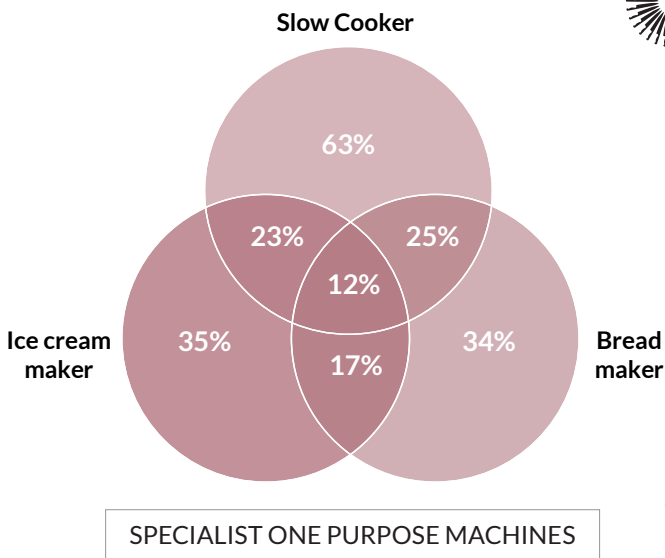
Perhaps surprisingly despite the size, many foodies keep their stand mixers (63%), sous vides (43%) and bread makers (40%) on display. Conversely, hand whisks (85%), ice cream makers (83%) and steamers (75%) are generally hidden away.

# Appliance overlap

Certain appliances tend to group together in the kitchens of particular foodies. For example, there is a group of foodies who are into high tech kit, with half of those who own a sous vide also owning a smoker. There is a group who like to use more traditional kit like sandwich makers or deep-fat fryers and over-index on microwave ownership. There is also a group who buy into the idea of specialist pieces of kit designed for one specific function, such as baking bread. This translates into 50% of bread maker owners also owning an ice cream maker (versus an average amongst all foodies of 34%).

## Groups

Understanding the combination of appliances that foodies have at home, will help brands target and communicate to the specific audience that is predisposed to their offering.



Other product groupings are more surprising, as certain tools are designed to do the same job. For example, 70% of those who own a stand mixer also own an electric whisk whilst 80% of those who own a food processor also own a stick blender. On the other hand, some groupings conflict completely – for instance, 34% of people who own a deep-fat fryer also own a health grill, whereas slow cooker owners over-index on microwave ownership!

Question: Which appliances do you have at home? (Select all that apply).

## Appliances and gender

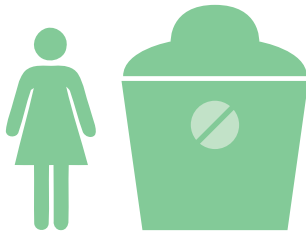
Our survey also showed that certain appliances have a gender bias. For example, male foodies are 200% more likely to own a sous vide than female foodies. This may well be driven by the general messaging and advertising campaigns for these products, which often focus on phrases such as 'Be a hero in your kitchen' and 'Precision cooking technology'. Men are also more likely to own meat thermometers, deep-fat fryers and coffee grinders.

We found that female foodies are more likely to own hand mixers, electric whisks, bread makers and slow cookers, although the gender disparity was not as marked as sous vides and smokers.

### Gender biases



Not all appliances appeal to all foodies. Brands need to identify their target audience and know what buttons to press.



	Total	Female	Male	Difference
Hand mixer	73%	75%	67%	12%
Electric whisk	66%	69%	61%	13%
Bread maker	34%	35%	30%	17%
Slow cooker	63%	64%	60%	7%
Stand mixer	53%	54%	50%	8%
Ice cream maker	35%	36%	32%	13%
Microwave	87%	88%	85%	4%
Liquidiser	55%	55%	52%	6%

	Total	Female	Male	Difference
Meat thermometer	57%	54%	65%	20%
Sous vide	8%	5%	15%	200%
Deep fat fryer	29%	26%	36%	38%
Coffee grinder	39%	36%	44%	22%
Smoker	12%	9%	17%	89%
Vacuum sealer	13%	11%	19%	73%
Spice grinder	43%	41%	47%	15%
Coffee maker	64%	63%	66%	5%
Steamer	57%	56%	59%	5%

Question: Which appliances do you have at home? (Select all that apply).

# Regionality

## Appliance map

(The below map shows which appliances over-index in specific regions)



Question: Which appliances do you have at home? (Select all that apply).

## Cook's tools

On average, foodies have 12 items in their homes. The top appliances show how much 'from scratch' cooking foodies are doing and how committed they are to excellent results. Pestle and Mortars and a range of baking items top the charts and are in over  $\frac{3}{4}$  of foodies homes. It is worthy of note that a number restaurant type items like ring moulds and squeeze bottles are very popular with foodies who are clearly trying to emulate the dishes they eat in restaurants.

### Full draws



54%

12 appliances



23%

18 appliances



5%

25 appliances

### The Kit list

Item	%
Pestle and Mortar	83%
Balloon whisk	82%
Palette knife	79%
Biscuit cutters	78%
Piping bag	76%
Corer	58%
Ring moulds	50%
Sugar thermometer	48%
Potato ricer	48%
Muslin cloth	47%
Silicone baking mat	46%
Melon baller/parisienne scoop	44%
Regular mandoline	44%
Butcher's string	42%
Cake icing smoother	41%
Kitchen tweezer	37%
Squeeze bottles	36%
Whetstone	34%

Item	%
Spiraliser	34%
Microplane	33%
Mincer	30%
Pizza stone	29%
Ravioli cutter	24%
Marble slab	23%
Sushi rolling mat	22%
Pastry frame	16%
Fish scaler	16%
Pipettes	16%
Mouli	13%
Chinois	11%
Japanese mandoline	11%
Acetate for chocolate	9%
Nitrous oxide cream whipper	6%
Wasabi grater	3%
Sugar blowing kit	2%

Question: Which items do you have at home? (Select all that apply).

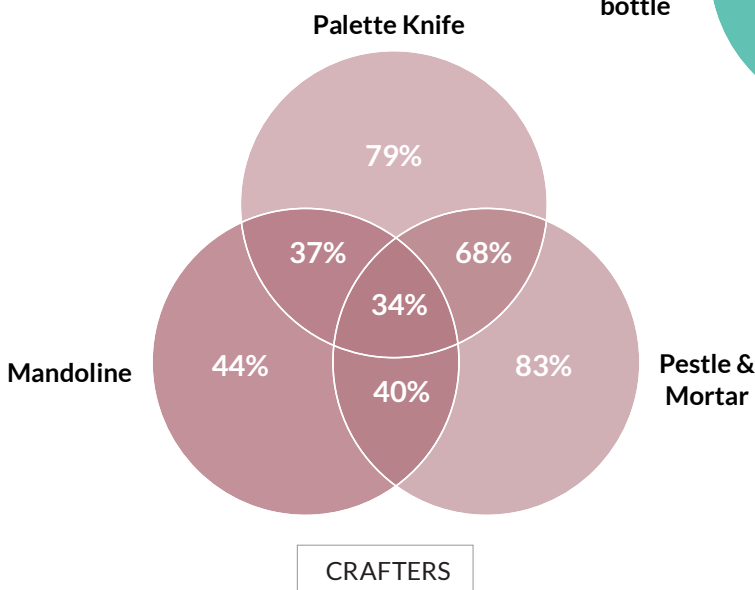
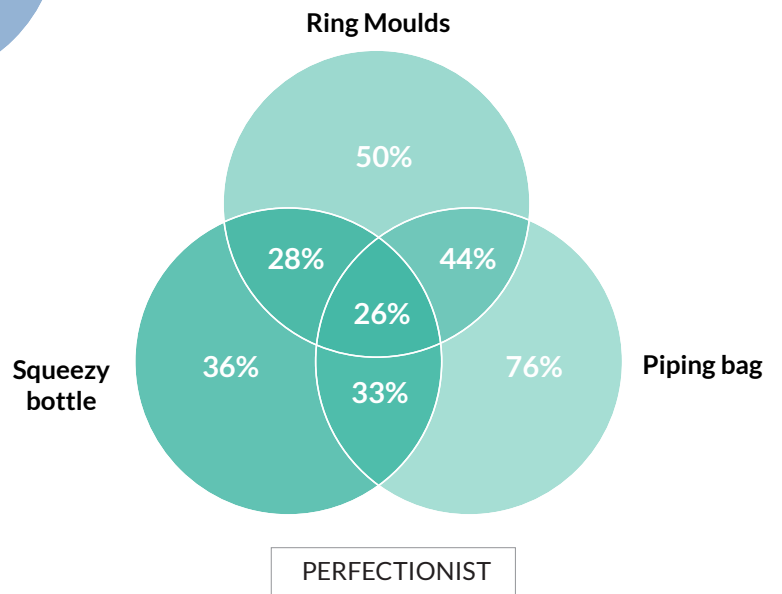
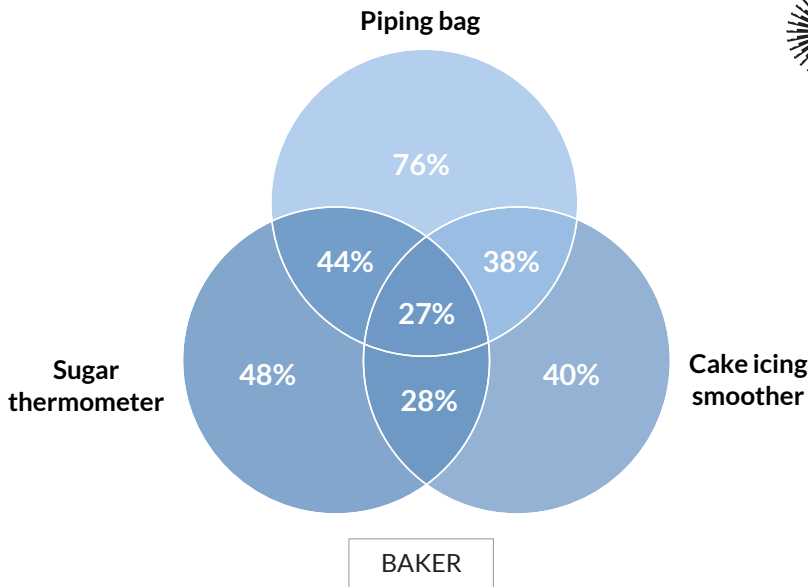
# Kit overlap

Clearly, some products correlate well together and help certain groups of foodies excel in particular areas of the culinary arts. These groups of cook's tools tell us a lot about what foodies are cooking and the results they strive for.

## Foodie personae



Foodies are not homogeneous - several personas have been identified through this research



Question: Which items do you have at home? (Select all that apply).



## Background to the survey

As the home of Britain's foodies, Great British Chefs is in a unique position to uncover what they're really up to. A survey was completed by 5,361 UK-based people who agreed with the statement, 'Would you describe yourself as a foodie?' They completed a very detailed questionnaire that contained 30 questions and took over 20 minutes. Fieldwork was conducted in January and February 2017 via an online survey that was promoted on our website (<http://www.greatbritishchefs.com>) and to our fans and followers on Twitter (@gbchefs) and Facebook (<https://www.facebook.com/greatbritishchefs>). The respondents were 67% female, 33% male and based all across the UK. This Appliances and Cook's Tools White Paper focuses on two key questions from within the survey:

### Q28: What appliances do you own and where do you keep them? (Select all that apply).

The list of appliances we asked respondents about were as follows:

Pestle and Mortar	Cake icing smoother	Sugar thermometer	Ravioli cutter
Balloon whisk	Kitchen tweezer	Potato ricer	Marble slab
Palette knife	Squeezy bottles	Muslin cloth	Sushi rolling mat
Biscuit cutters	Whetstone	Silicone baking mat	Pastry frame
Piping bag	Spiraliser	Melon baller/parisienne scoop	Fish scaler
Corer	Microplane	Regular mandoline	Pipettes
Ring moulds	Mincer	Butchers' string	Mouli
Acetate for chocolate	Pizza stone	Nitrous oxide cream whipper	Chinois
Wasabi grater	Sugar blowing kit	Japanese mandoline	

### Q29: Which of the following do you have at home? (Select all that apply).

The list of kitchen items we asked respondents about were as follows:

Stand mixer	Liquidiser	Frother	Coffee grinder
Food processor	Spice grinder	Sous Vide	Coffee maker
Hand mixer	Steamer	Vacuum sealer	Microwave
Soup maker	Health grill	Mini oven	Sodastream
Stick blender	Ice cream maker	Sandwich toaster	Deep fat fryer
Electric whisk	Bread maker	Slow cooker	Air fryer
Juicer	Toaster	Rice cooker	Dehydrator
Blender	Kettle	Meat thermometer	Smoker



## Great British Chefs

Great British Chefs, the leading premium food website ([www.greatbritishchefs.com](http://www.greatbritishchefs.com) / [www.greatitalianchefs.com](http://www.greatitalianchefs.com)) in the UK, which attracts over 1.5 million monthly visits. Our content is created in partnership with more than 150 of the finest chefs in Britain and Italy, who have 200 Michelin stars between them. We also work with over 70 highly regarded and popular food specialists, writers, bloggers and industry influencers who add to our recipe development and editorial. Great British Chefs showcases incredible showstopper dishes, inspiration for midweek dinners, baking treats, healthy snacks and homely preserves through exclusively commissioned recipes, beautiful produced videos along with thought provoking and inspiring features. In addition to regular visitors to our websites, we have over 1 million followers across our social media channels, which we leverage to amplify our foodie stories.

We develop tailored campaigns in partnership with some of the most interesting food and non-food brands in the UK today to help them access our audience and deliver on their various objectives. Our recipes are designed to inspire our audience. Be that to cook with a partner's ingredients (e.g. Norwegian Fjord Trout), try new techniques (e.g. pickling with Sarson's vinegar) or expand their repertoire with new, on-trend cuisines (e.g. Bento boxes with The Japan Centre). We have worked with drinks brands to help them own specific types of cocktails (e.g. Fever-Tree and gin & tonic), created a library of recipes and video content to inspire people to cook and ultimately buy sous vide equipment and also built a strategic partnership with Barilla to encourage our audience to cook more interesting pasta dishes with quality dried pasta.

Our audience come to us for inspirational recipes, informative features and professional advice on how to tackle specific culinary techniques (e.g. pan-frying sea bass). They are foodies who love to cook and constantly seek out new and exciting ingredients and recipes. They cook everything from chicken, salmon and cod to venison, pheasant and rabbit. Offal doesn't turn them off, instead, they are often picking up liver, kidney and oxtail at their local butcher. Their store cupboards are full of expected ingredients (e.g. olive oil, soy sauce, coconut milk and polenta) along with more exotic or specialist fare (e.g. harissa, ramen noodles and dried seaweed).

Over the last 6 years we have built up a huge wealth of insight into our audience and regularly conduct research to ensure our brand partners are truly engaging with a foodie audience. We provide access to this audience and help brands understand what and how they are cooking and where their opportunity lies.

We believe that beautiful and instructive content has the power to inspire and engage our audience, but this takes careful planning and a deep understanding of what motivates them. Great British Chefs is uniquely placed to help premium brands access Britain's 8 million foodies and grow their business through robust insight, strategically planned and well executed campaigns.

### **If you would like more information, please get in touch:**

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