



## **NEWS – FOR IMMEDIATE RELEASE**

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### **HELL'S KITCHEN ENTERS THE RED-HOT HYBRID COOKWARE MARKET**

*Outshines Ordinary Cookware With Quicker Heatup,  
Enhanced Durability, and Superior Non-Stick Properties*

**IRVINE, CA (January 23, 2024)** – Hell's Kitchen, a new line of hybrid cookware, has officially launched to the public, ready to satisfy consumers' growing appetite for advanced, state-of-the-art culinary tools.

Hell's Kitchen hybrid cookware offers the best of all gastronomic worlds. It heats up quickly and evenly; it's versatile for most foods, stovetops (including induction and in the oven), and cooking techniques; and its durable non-stick properties means it cleans up easily. It's a powerful combination of stainless-steel performance, non-stick convenience, and cast-iron durability.

The Hell's Kitchen hybrid cookware line includes an 11-inch stainless non-stick skillet; a four-quart sauté pan; a 7.5-quart pot; and two 11-inch lids that fit all three pieces. Additional pan and pot sizes are expected to be introduced in the first half of this year.

Hybrid cookware has found a very receptive audience among home cooks, world-renowned chefs, and a boatload of people in between. In fact, one [research firm](#) predicts that “the hybrid cookware market size is expected to develop revenue and exponential market growth at a remarkable CAGR during the forecast period from 2023–2030.”

Intent on taking advantage of the market potential, entrepreneur Jeff Leitman launched Hell's Kitchen hybrid cookware after securing product approval and brand rights from ITV Studios, owners of the popular cooking competition TV show. As a result, his creation is the only hybrid premium product line to carry the widely respected Hell's Kitchen brand.

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## Hell's Kitchen Cookware / 2

With a history of successful consumer product launches through his company Killer Concepts, Leitman was confident the brand and product would succeed.

But there is more than just some marketing capital and brand awareness behind this superior cookware.

The construction is as technically impressive as it is beautiful. Each pan is triple clad; a conductive aluminum core between two durable stainless-steel layers. A flame pattern is laser etched into the surface, with a diamond reinforced, antimicrobial nonstick coating filling in the indentations. The result is protected non-stick depressions, and an elevated steel grid cooking surface that stands up to metal utensils.

The heat-resistant coating on the bottom of the skillet, sauté pan, and pot protects against staining, allowing the pieces to maintain their aesthetic appeal.

According to Leitman, his new cookware has the potential to disrupt the market, and he's prepared for the challenge.

“When you offer a cookware line with the Hell's Kitchen label, you'd better have a product worthy of the name,” Leitman said. “We're very confident we have achieved that. Our hybrid cookware is best in class; it is as sturdy, as functional, and as appealing as any brand on the market – and at a more affordable price point. Hell's Kitchen products will offer an unrivaled cooking experience to everyone who uses them.”

Hell's Kitchen hybrid cookware comes with a limited lifetime warranty. It is available at [www.hellskitchenstore.com](http://www.hellskitchenstore.com) as well as on [Amazon](https://www.amazon.com).

### **ABOUT HELL'S KITCHEN COOKWARE**

Hell's Kitchen Cookware, developed and distributed by Killer Concepts, is inspired by, tested, and approved by the hit reality TV cooking competition show with a global fan base across 22 seasons and counting.

Launched in January 2024 after nearly 2 years of research and development, the Hell's Kitchen Hybrid line targets consumers who want to pursue their culinary passion. Hell's Kitchen cookware incorporates advanced hybrid technology that inspires true culinary excellence. The hybrid construction creates cookware that delivers stainless-steel performance, non-stick convenience, and cast-iron durability – important qualities for competing in a market that is experiencing exponential market growth.

An aspirational brand, HELL'S KITCHEN celebrates dedication and excellence. It represents quality and embodies sophisticated culinary expertise. For more information, visit <https://hellskitchenstore.com/>

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## **ABOUT KILLER CONCEPTS**

Killer Concepts is a consumer goods company specializing in licensed and proprietary brands, operating across multiple sales channels, including online, retail, and international markets. Their comprehensive approach encompasses design, development, supply chain management, marketing, distribution, and sales. Key partnerships with industry leaders strengthen our licensing and supply chain capabilities. Killer Concepts strives to deliver exceptional products to customers worldwide, maximizing market opportunities and driving sustained growth.

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