

**FOR IMMEDIATE RELEASE**  
**February 12, 2018**

**Contact:**

Carolyn Kuczynski  
Marketing Communications Manager  
Swiss Made Brands USA, Inc.  
Direct: 704-900-6109  
[carolyn@SwissMadeBrandsUSA.com](mailto:carolyn@SwissMadeBrandsUSA.com)

**SWISS DIAMOND® SPONSORS GOOD CHEF BAD CHEF**  
***"Swiss Diamond XD Cookware Featured on Australian Cooking Show"***

Swiss Made Brands USA, Inc. (Charlotte, NC) – February 2018 – Australian television cooking show Good Chef Bad Chef is now showcasing Swiss Diamond XD cookware. Swiss Diamond's latest and most advanced diamond-reinforced nonstick cookware is featured in season 10 episodes of the show, airing weekdays at 4 pm on channel 10 in Australia. In the U.S., Swiss Diamond will share Good Chef Bad Chef cooking videos and recipes via social media. The show features both nutritious and decadent recipes, thus the Good Chef, Bad Chef title. Swiss Diamond XD cookware is used in recipes such as Spicy Miso Edamame, Moroccan Duck Tagine, Dan Dan Noodles and more.

Swiss Diamond XD cookware launched Fall 2017. The line is produced using a new coating formulation developed in Swiss Diamond's lab in Switzerland and an advanced production process pioneered in the company's Swiss manufacturing facility. The result is a significantly tougher cooking surface with superior food release properties. The full range of Swiss Diamond XD cookware is available now. Prices range from \$44.95 for a 7 inch "Try Me" Fry Pan, (item number XD6418T) to \$629.95 for a 10 Piece Set, (item number XDSET6010).

Paul Neil, general manager for Swiss Made Brands in Australia said, "Good Chef Bad Chef features Swiss Diamond XD and the hosts absolutely love using it on the show! It's great for consumers to see how well the product performs."

To view Good Chef Bad Chef making Spicy Miso Edamame in Swiss Diamond XD visit:  
<http://bit.ly/2sfIQG6>

For more information about Swiss Diamond XD visit:  
<https://www.swissdiamond.com/products/category/xd-classic>

**About Swiss Made Brands USA Inc.**

Based in Charlotte, North Carolina, Swiss Made Brands USA, Inc. was founded in 2012 to distribute Swiss Diamond brand cookware and kitchenware in North America. In addition to distributing Swiss Diamond, Swiss Made Brands USA, Inc. also distributes the "Cooks in Love" brand of mid-range cookware and kitchenware lines and is an OEM Developer/Manufacturer of housewares products for licensed brands, distributors, and retailers.

**About Swiss Diamond International®**

A privately-held Swiss company, Swiss Diamond International was founded in 1999. The company was motivated by the demand for better nonstick cookware. The result of that drive is a revolutionary nonstick coating that uses real diamond crystals for maximum durability. This patented technology was honored with the GOLD MEDAL at the International Inventor's Fair in Geneva in 1999. Swiss Diamond's ultimate vision is to empower individuals and families around the world to cook at home using cutting-edge cookware technology that is focused on contributing to better health, without having to sacrifice the convenience that nonstick surfaces offer. For additional information, please visit [www.SwissDiamond.com](http://www.SwissDiamond.com).