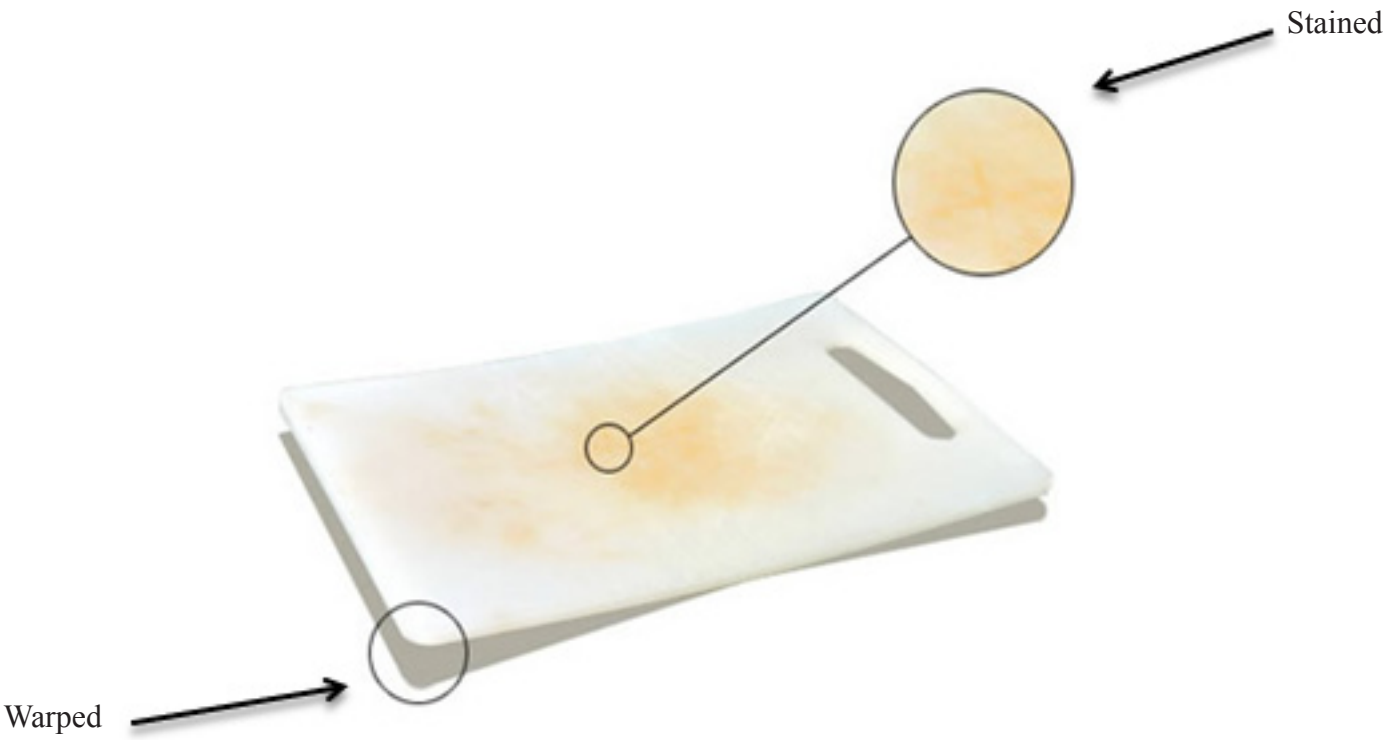


CUTTING EDGE

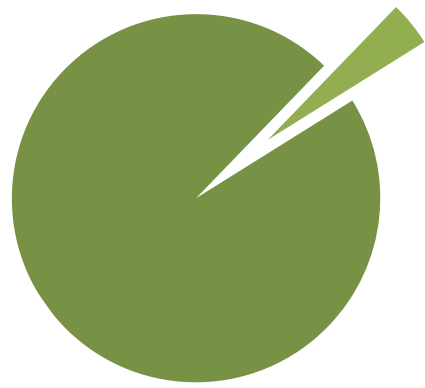
What is the Problem

- Foodborne illness results in up to 9,000 deaths annually per year. Escherichia coli is the leading bacteria caused for all of these deaths.
- 54% of consumers said they would wash a cutting board with soap and water after chopping fresh meat and before cutting fresh vegetables
- The cutting board is a self standing, pure sculptural form that beautifies the kitchen. Its unique parabolic surface makes it easier for food juices confinement, and built in two sided knife sharpener for easy knife sharpening.



79% Originated in commercial facilities

21% Originated at home



Criteria

- Incorporated knife sharpener
- Easy to clean
- Self standing for easy storage/ drying
- Anti-slip surface



Inspiration

