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Spend More To Get More?

The Culinary Business Institute has often been asked about cookware – and more precisely – is the more expensive cookware worth the added cost. The definitive answer is – maybe. As a professional, you must have cookware and utensils that stand up to the usage, and perform well each and every time. Cheapie utensils that bend, break, rust, etc. are a waste of money. But there is certainly a place for the mid-priced cookware items – this depends on how you use them, how often, and your degree of comfort with that item. The most expensive fry pan in the world is worthless to you if it just doesn't feel right. You have to “know” your equipment. Does it heat evenly? Does it have a good balance for you? Is it dependable each and every time? Just spending more doesn't make it better for you. On the other hand, old habits are hard to break. You may have favorite equipment pieces in your mobile kitchen kit, but even you'd admit that there is more emotional tie than performance advantage to this particular item. Maybe you haven't ever cooked with the more expensive fry pan, for example. You should push yourself enough to be knowledgeable about these different pieces of equipment. Attend shows (or conferences as we blogged about recently) and get a real hands-on experience. Talk to others who use that piece or brand. Don't spend money just to impress others with the caliber of cookware you have, but do be honest with yourself about the reasons why you elect to use cookware that may be dated and or questionable.

