

Elmi's Essentials Launches New Simply Magic Garlic Peeler

Due to an increase in consumer interest in kitchen cutlery and utensils, kitchen and household product distributor company Elmi's Essentials, LLC introduces new Simply Magic Garlic Peeler.

March 19, 2014 (FPRC) -- Kitchen and household wares distributor company Elmi's Essentials, LLC launches the new Simply Magic Garlic Peeler. The product is part of a future line which will feature goods that aim to make home life easier. A desire to bring consumers products they want that also meet the goal of the company - to make life easier - spurred the introduction of this line of merchandise.

Market research by IBISWorld reports a growing interest by average households in kitchen cutlery and utensils. In fact, this market has experienced a steady 13.9% increase every year since 2007. Among the influences in this rise in demand are improvements in diet and the desire to produce meals that mimic those created by famous chefs. Growth in average Western disposable incomes as well as higher standards of living promise continued financial growth and stability in this market. With the Simply Magic product line, both the goal of bringing consumers products they want as well as making home life easier can be met while sustaining the economic prosperity of the company.

The first product launched in this line, the Simply Magic Garlic Peeler, is made of FDA approved food grade silicone. The design, which is essentially a small tube shape, is very simple and easy to use. Anyone can become a garlic peeling machine with this product. The silicone works like magic to remove the peels quickly and easily from garlic cloves, producing quality peeled garlic. Simply insert the cloves into the tube and roll onto a hard surface and the peels will pop right off.

Traditional ways of peeling garlic, including smashing the cloves with the broad side of a chef's knife then picking the peels off, can be time consuming and can leave a lingering garlic smell on one's fingers. With the Simply Magic Garlic Peeler, garlic is peeled quickly and the peels remain in the tube which can then be rinsed or washed in the dishwasher.

The Simply Magic Garlic Peeler is available for purchase on Amazon for less than \$20 and is currently being offered with the next product in the Simply Magic line - the Garlic Mincer.

About Elmi's Essentials, LLC

Elmi's Essentials, LLC aspires to bring consumers products they want that also meet the ambition of the company - to make life easier on the average person. The company plans to specialize primarily in kitchen items, but is currently exploring other avenues in home goods as well.

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