

1989 "Dig Ins"[®] Press Release



"Dig Ins"[®] is an exciting new and innovative concept in stainlessware by Jelly Sandwich Inc, a Louisiana corporation. The idea was conceived by Jill Sandars and designed by Stuart Auld for Jelly Sandwich Inc. The name **"Dig Ins"**[®] came from the idea of food being laid on the table with the chef calling out, "Dig In!" ~ and now you can ~ literally. How wonderful to find a product that is more functional, feels great and is lots of fun in an industry where this kind of innovation is scarce. They are very versatile and appeal to a variety of people for a variety of reasons. All pieces are forged in solid stainless steel. The handles of the shovels and pitchforks, and detail in the knives have been oxidized for contrast. All pieces are dishwasher safe.

"Dig Ins"[®] is 5-piece set for adults that includes a "butter/steak saw", dinner pitch, salad pitch, soup scoop and tea shovel. The knife is a stylized chainsaw which is two-in-one: sharp on one side for cutting and dull on the other for spreading. The spatula shape makes it perfect for reaching into jars and for spreading. (Sound effects are optional.) The spoons are wonderful for ice cream (no bent handles!), the pointed tips are great for grapefruit, and the flanged edges aid in getting food from the side of the bowl. They have a wonderful weight and each piece is perfectly balanced. Ages 12 and up recommended.

1,500 First edition sets were made in Korea. They have a "1" and Jelly Sandwich signature on each piece.

Photography: Bryce Lankard