

# VERMICULAR

Vermicular launches the world's lightest enameled cast iron pan and classic line of enameled cast iron pots in the US market

**LOS ANGELES, CA** - May 1, 2021 - Vermicular, the leading Japanese cast iron cookware brand, today launched two new additions to their product lineup in the United States: The Vermicular Frying Pan, an enameled cast iron pan that delivers exceptional cooking performance and ease of use, and the Oven Pot, which is the original collection of Vermicular enameled cast iron pots with its signature precision seal. The new cast iron cookware complements their flagship product, the Musui-Kamado, an innovative cast iron induction cooker that launched in 2019. Similar to the Musui-Kamado, the Vermicular Frying Pan and Oven Pot are thoughtfully designed and carefully crafted to intensify the natural deliciousness of ingredients, elevating home cooking to a whole new level.



## **Vermicular Frying Pan**

The Vermicular Frying Pan is the world's lightest enameled cast iron pan that achieves both innovative cooking performance and exceptional ease of use. In its mission to create the best frying pan in the world, Vermicular's design team quickly learned that searing or stir-frying is essentially an act of removing excess moisture, and how quickly and efficiently excess moisture can be removed from ingredients ultimately determines how food tastes.

This key insight led to the proprietary development of the hydrophilic enamel coating, which maximizes the contact area between water and the pan surface. By uniting high heat retention properties of cast iron with the hydrophilic enamel coating, Vermicular succeeded in creating a frying pan that can achieve instant evaporation. By removing excess moisture in an instant, it intensifies natural flavors and umami of ingredients while adding exquisite texture that results in a complex flavor profile.

"As an everyday tool, our frying pan meets the highest standards of performance, usability, and aesthetics," said Kuni Hijikata, Co-Founder of Vermicular. "The experience and skills gained from manufacturing enameled cast iron cookware for the past decade have made it possible to push the limits of cast iron. We'd love everyone to try cooking with our frying pan."

Highlighted features of the Vermicular Frying Pan include:

- **Instant Evaporation** - The pan's hydrophilic enamel coating works in harmony with the cast iron's heat retention properties to instantly evaporate excess moisture as you cook. This instant evaporation improves the food's texture while intensifying the umami of ingredients. You can easily achieve the crispiest skin on a fish or chicken, a beautiful golden sear on a steak, and vibrant vegetables that always turn out crunchy.
- **Ultralight** - The pan can be easily maneuvered with one hand, only weighing 2.4 pounds—less than half the weight of other cast iron pans. This ultralight pan was made possible by Vermicular's uncompromising Japanese craftsmanship that continues to push the limits of cast iron.
- **Easy Care** - With the enamel coating, Vermicular's cast iron pan is rust-free and does not require any seasoning, making it perfect for everyday use. Durable against rapid temperature change, the pan does not need to be cooled down before rinsing with cold water. Cleaning is effortless as it can be washed with dish soap.
- **Non-toxic, non-reactive** - All of Vermicular cookware is exclusively crafted from clean, safe and non-toxic materials. Because of the enamel coating, the pan is non-reactive and perfectly suited to cook acidic foods without imbuing a metallic taste.

The Vermicular Frying Pan has already won numerous design awards including, the Red Dot Award 2021, Product Design: Best of the Best, iF Design Award 2021, and Good Design Award 2020.

The Vermicular Frying Pan is available in two sizes: 10.2 in (26cm) and 9.4 in (24cm Deep). Both sizes have an option of two wood handles: walnut and oak. The 26cm retails for \$160, and the 24cm Deep retails for \$155. The dedicated lid with a cast iron handle is sold separately at \$40 for both sizes.



### **Vermicular Oven Pot**

The original line of Vermicular enameled cast iron pots, the Oven Pot features Vermicular's signature precision seal. Meticulously hand-machined to fit at less than 0.01 mm of variance, the precision seal, combined with the ridged base and three layers of enamel coating, creates a perfect balance of heat conduction, radiant heat, and steam convection. This heating innovation makes it possible to bring out food's most intense, natural flavor. The full range of Oven Pots are available in five different sizes with four colors each: Matte Black, Natural Beige, Pearl Brown, and Pearl Pink.

"The Oven Pot is the culmination of 80 years of cast iron craftwork," said Tomo Hijikata, Co-

Founder of Vermicular, who spearheaded the product development. “It took three years of trial and error, including over 10,000 rounds of product iterations, to finally come out with an enameled cast iron pot that intensifies the natural flavors of each ingredient. We’re confident that the Oven Pot will set a new standard of cast iron cooking.”

Highlighted features of the Oven Pot include:

- **Vermicular Cast Iron** - Vermicular’s signature cast iron and innovative design features unite to deliver a perfect balance of heat conduction, radiant heating, and steam convection.
- **Precision Seal** - The contact area between the pot and lid is precisely machined to fit with a gap of less than 0.01 mm of variance to seal in moisture and nutrients while enhancing the natural flavors of ingredients.
- **Double Handles** - The pot is designed to be safely and securely held by adding handles to both the lid and pot, making it easy to maneuver for everyday use.
- **Non-toxic** - Vermicular forgoes brighter color palettes to avoid using any toxic chemicals, including lead and cadmium, on any of their products, to safeguard the health and safety of consumers and Vermicular’s team of craftspeople.

The Oven Pots are available in five sizes with a choice of four colors each:

- Oven Pot - 14cm (5.5 in) Capacity: 0.9 qt - retailed at \$120
- Oven Pot - 18cm (7.1 in) Capacity: 1.8 qt - retailed at \$230
- Oven Pot - 22cm (8.7 in) Capacity: 3.7 qt - retailed at \$290
- Oven Pot - 26cm (10.2 in) Capacity: 5.3 qt - retailed at \$350
- Oven Pot - 26cm Shallow (10.2 in) Capacity: 3.9 qt - retailed at \$330

To complement the Oven Pot, Vermicular will also add three sizes of wooden magnetic trivets, 14 cm, 18 cm, and 26 cm, in addition to the existing 22 cm. The black walnut finish is available in two cast iron logo plate options: Matte Black and Natural Beige. Kitchen accessories start at \$40.

Products are now available for purchase and will begin shipping immediately. To learn more, please visit [www.vermicular.us](http://www.vermicular.us).

## About Vermicular

Vermicular manufacturers thoughtfully designed and carefully crafted cast iron cookware that

inspires home and professional chefs alike. The brothers Kuni and Tomo Hijikata founded the brand in 2010 by transforming their grandfather's cast iron foundry in Nagoya, Japan. Uniting three generations of Japanese craftsmanship with innovative heating technology, Vermicular is known for pushing the limits of cast iron, crafting cast iron cookware that amplifies the natural flavors of each ingredient. Chosen by top chefs around the world for its exceptional cooking performance, Vermicular now retails in Japan, Hong Kong, China, Taiwan, Korea, and the US.

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