



Gourmet gathering

Collaborative dinner parties and cooking demonstrations let you try out appliances before you purchase at Standards of Excellence in Northern California and Nevada

You wouldn't buy a high performance car without taking it for a test drive, so why purchase a top quality cooking appliance before trying it out?

Standards of Excellence in Northern California and Nevada—formerly McPhails Appliance—holds regular Saturday cooking demonstrations to enable customers to make an informed decision.

In addition, monthly Food for Thought evenings were initially designed to teach clients the capabilities of their new equipment. They have evolved into a great way

to help homeowners decide which products suit their lifestyle, says marketing vice president MaryJo Camp.

McPhails Appliance now has a new sister company in Southern California—Standards of Excellence.

"With the new name, Standards of Excellence, Northern California/Nevada, offers the same programs, showrooms and knowledgeable sales associates that you've counted on at McPhails," she says.

For details, phone (800) 817 9115. Website: www.mcphailsappliance.com.

Facing page: This Standards of Excellence, Northern California/Nevada kitchen showroom was designed by Fu-Tung Cheng of Cheng Design. The use of KitchenAid appliances demonstrates that a quality kitchen can be achieved within a variety of budgets.

Top: Curved KitchenAid Pro Line appliances have a retro appeal that will enhance any design theme.

Above: Food for Thought evenings are held in Standards of Excellence, Northern California/Nevada. The appliances are interchangeable so customers can experience a variety of products.