

American Skillet Co.

MADE IN THE USA



Who we are:

American Skillet Co. is an inspired cookware design outfit located in Madison Wisconsin, specializing in American manufactured cast iron state shaped skillets.

Our Product:

All of our products are cast in grey iron at a commercial facility just a few hours north of us in Kaukauna WI. Pre-seasoning, labels and packaging is fulfilled right here in Madison, WI, which allows new cast iron skillets to be kitchen-ready directly out of the packaging.

Your Fun:

At American Skillet Company, we like to celebrate the social side of cooking. Whether you're making a Wisconsin fudge brownie, Illinois chili dip, or Minnesota scalloped potatoes, we encourage you to break all conventions and take home cooking to a whole new level. Start playing with you food, and ham it up at your next tailgating party, BBQ or pot luck dinner.

We hope you find lots of ways to share the love, or rivalry, with the people closest to your heart. Consider our wares for your next wedding gift, birthday present, holiday surprise or game day serving ware.



AmericanSkilletCompany.com

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Our Story

From Art to Industry

If you're familiar with the state-shaped cast iron skillet idea, it's most likely because our commercial venture started as an art piece concept. Artist Alisa Toninato of FeLion Studios (owner of American Skillet Co.), created the original limited edition handmade cast iron skillet map of 48 interlocking contiguous state titled "Made in America" in September 2011.



In April 2012, the 550 # cast iron map made its first trip to New York City, where it was shown on Martha Stewart's last live airing show in conjunction with the launch of her cookbook "Martha's American Food".

Just 6 months later, FeLion Studios and artist Alisa Toninato were honored as one of 10 creative businesses chosen to be part of Martha Stewart's inaugural annual American Made Awards. Again, the 48 state skillet map went back to New York to be shown inside Vanderbilt Hall at Grand Central Station for 4 days during the celebratory event that marked a major accomplishment in the growth and development of the FeLion Studios brand.

2012 Crafts Honoree



That Christmas, FeLion saw a resoundingly positive response from new customers who bought the pans they saw in the press. It was this turning point that the small art foundry soon realized demand would

exceed the artist's original vision of a limited edition of 50 hand made castings for each state.

Launching American Skillet Co.

Holding onto core values of American mfg. and a commitment to craftsmanship set by Felion Studios, the American dream became a reality in 2012 with the launch of a new company.

American Skillet Co., was created specifically to offer an unlimited version of the state shaped pans at a more approachable price to a much larger audience beyond the capability of a handmade artisan line.

Casting designs are carefully outsourced to American foundries, allowing flexibility over the growth of our products & assurance in the excellent quality produced by our suppliers. We are proud to be part of the American-Made movement and the return to cast iron cooking.

Our expression of this pride is rooted in the spirit to create something meaningful and unique. It is powered by artistic motivation, a passion to cultivate the social side of cooking healthy meals, and an indomitable entrepreneurial will.

The American Skillet Company designs cookware to inspire people to celebrate the activity of cooking & encourage a sense of community around the foods that bring cultures together.

We aim to create an atmosphere of fun with the hopes that people will cook more often and continue to share their traditions, recipes & stories with others.





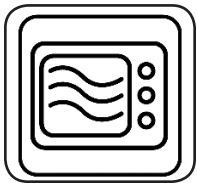
The 4 Cast Iron Commandments:

Stick to these simple rules, and your food won't stick to your pan.



Never put your cast iron in the dishwasher

Ever! A quick hand washing with warm water and a towel or sponge is all that your pan technically needs after use. If you're uncomfortable not using soap, you can squeeze a wee-bit of soapy water from a towel into the pan. Make sure to dry it immediately thereafter & give it a little oil for good measure to keep it from developing rust.



Never put your cast iron in the microwave

Cast iron is fit for any induction, gas, electric and ceramic cook tops. It's especially great for the oven, grill and camp fire. Anything metal in the microwave is a lightning storm waiting to happen- not good!



Avoid metal scrubby tools

This abrasive approach to cleaning should only be used if you intend to re-season your pan right away. The seasoning on your cast iron pan can scratch off with some effort, so be aware that this method of cleaning is only recommended for total refinishing, such as with old neglected cookware or if something was left to burn in drastically on the surface of your pan. Try the trick mentioned below for heavily soiled pans before you get too serious with the metal scrubby.



Beware of Thermal Shock

A little known fact about cast iron is that it can actually warp or even crack if put under conditions of being "quenched" or cooled too rapidly. Cast iron is best kept when it can heat and cool slowly and evenly. So just be careful about putting a ripping hot pan onto something cold or wet, such as a boulder or tree stump if you're outside, or directly into the wash-bin before it has a chance to naturally cool slowly.



More photos & info on re-seasoning here:
AmericanSkilletCompany.com/use-care/care-maintenance/