

02 / KITCHEN CLARITY

Essentials & **smart storage.**

Six rules for a kitchen that earns its space — and gives it back.

NEATLY · Home essentials, thoughtfully chosen

Start with clarity

Before you buy anything, take everything out.

01

Empty

Pull every item from every cabinet onto the counter. You can't organize what you can't see.

02

Edit

Donate duplicates, expired items, and the gadgets you haven't touched in a year.

03

Earn it back

Only what you use weekly returns to prime real estate. The rest moves up, out, or away.

The five non-negotiable essentials

Skip the gadget aisle. These five do nearly everything.

1

A great chef's knife

One sharp 8-inch blade beats a block of dull ones.

2

A heavy-bottomed pan

Cast iron or tri-ply stainless. It will outlive you.

3

Sheet pans (×2)

Roasting, baking, traybakes, sheet-pan dinners — the workhorse.

4

Matching glass storage

Stackable. See-through. Endlessly reusable.

5

Stackable mixing bowls

Prep, mix, serve — the kitchen's quiet hero.

Storage zones that work

Group what's used together. Your kitchen flows in three.

P

PREP

Knives • cutting boards • mixing bowls
• measuring cups. Near the largest
counter space.

C

COOK

Pots • pans • utensils • oils • salt.
Within one step of the stove.

S

STORE

Plates • glasses • pantry • containers.
Closest to the dishwasher and table.

Hidden helpers

The small things that make every drawer feel deliberate.

- Drawer inserts that fit YOUR drawer — measured, not guessed.
- Clear spice organizers so labels face up, alphabetised once, forever.
- Over-the-door racks to rescue the back of the pantry.
- Stackable airtight jars to replace half-empty cardboard boxes.
- A single tray on the counter to corral oils, salt, and pepper.

FROM NEATLY

Kitchen Clarity collection

Clear acrylic spice trays, stackable storage organizers, and drawer inserts curated to bring quiet order to your kitchen.

[neatlyshop.com / kitchen-clarity](https://neatlyshop.com/kitchen-clarity)

A kitchen that breathes.

Clarity is a habit, not a purchase. Start with one drawer. Notice how the rest follows.

Explore the Kitchen Clarity collection at neatlyshop.com