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WHAT'S ON TAP AT WARING . . .
Waring Pro® Ice Crusher

What the Consumer Trend Experts Say:

Home Chefs Focus on Convenience and Creativity

With entertaining at home on the rise, the **Waring Pro® Ice Crusher (model no. IC70)** provides a variety of creative options - whether preparing classic cocktails like a Mint Julep or a sushi platter presentation.

According to an article on catering trends by Daniel Megly of Daniel et Daniel Catering Inc., "Presentation is everything . . . the trend is now veering sharply towards a clean, lean look." Megly says this look is achieved in food presentation when "courses are routinely presented on square plates, frosted glass, ice containers and unusual bowls." Crushed ice enhances these simple yet elegant presentations.

"Even as more people entertain at home, the focus remains on kitchen appliances that save time and make life easier," says Mary Rodgers, Director of Marketing Communications for Waring. "The Waring Pro® Ice Crusher allows for culinary creativity while enabling hosts to spend valuable time with their guests. For example, it's easy to set up a self-service drink station: just fill a galvanized tub with freshly crushed ice and stock it full of your favorite beverages in individual bottles and cans. Guests can help themselves, freeing the host and hostess to handle other tasks."

The Key Ingredients to Look for in an Ice Crusher:

Capacity:

The Waring Pro® Ice Crusher crushes 50 pounds of ice per hour and processes directly into a 12-cup removable polycarbonate container.

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Convenience:

A large ice chute holds several handfuls of ice until they are ready to be processed.

Construction:

The Waring Pro® Ice Crusher has stainless steel crushing blades that are efficient enough to process plenty of large crystal ice for fruit or seafood platters, which make for an elegant presentation.

Styling:

The new ice crusher has a stylish brushed stainless steel housing so it can be an attractive addition on the countertop and also bodes well for easy cleanup.

Nuts & Bolts:

Suggested Retail Price:	\$79.95
Availability:	Immediately
Warranty:	Limited one-year

About Waring:

*Waring, universally known for introducing the first blender in America, is one of today's leading manufacturers of professional quality appliances for the home, foodservice and laboratory industries. The company manufactures culinary appliances in two product segments: **Waring Pro®**, a line of professional quality consumer products that includes everything from blenders, juice extractors, citrus juicers and drink mixers to toasters, food slicers and convection ovens, and the **Commercial Division**, which includes high-speed, high-volume food processors and blenders. Waring was established in 1937 when Fred Waring, a popular entertainer, introduced the blender (then called the "Miracle Mixer") at the National Restaurant Show in Chicago. Waring was acquired in 1998 by Conair Corporation, which also owns Cuisinart. Waring's website is www.waringproducts.com.*

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