

Waring Pro Professional Digital Deep Fryer

1. Product Description:

The new Waring Pro® Professional Digital Deep Fryer has a 2.3 lb. food capacity, is equipped with an electronic 60-minute timer and has an LCD screen with temperature display. The unit also has two small baskets and one wide basket with a collapsible handle so that consumers have the right tools for every recipe. Oil disposal is simple and mess-free, thanks to the enamel coated container with pouring spout, and foods can be easily monitored through the product's transparent viewing window.

Availability: Immediately

2. **Model number and everyday price:** DF280; \$99.95

3. Story Angles/Statistics/Facts/Anecdotes:

a. *Try a Healthier Fry*

With a deep fryer at home, consumers can choose healthier oils that will result in a lower fat content for French fries, chicken, and other popular dishes. Oils with a high smoke point like peanut, sunflower, safflower, and canola are the best options for deep-frying. If home cooks prefer olive oil, virgin is best, as extra virgin doesn't have a high enough smoke point.

b. *Around the World in 80 Fried Foods:*

Home cooks can use the Waring Digital Deep Fryer to take their palettes on a trip around the world by preparing a plethora of deep fried ethnic fare. Some dishes that offer a delicious and easy way to get started are spring rolls, dumplings and wontons, as well as samosas, tempura, flautas, and even doughnuts.

c. *When in Doubt, Deep Fry It*

Thanks to state fairs across the nation the list of deep fried foods gets stranger – and tastier – each year. Here are 25 delicious and decadent things many consumers never knew they could deep fry, but should:

Oreos	Chocolate Candy Bars	Cupcakes
Mac and Cheese	Brownies	Pizza
Twinkies	Chicken Fried Bacon	Puddings—Chocolate, Rice, Banana, Plum
Pickles	Turkey	Meatballs
Squash Blossoms	Banana Slices	Okra
Cheesecake	PB & J Sandwiches	Eggplant
Chocolate Chip Cookie Dough	Peaches	
Kool-Aid	Tofu	
Apples	Ice Cream	