

Waring Pro Professional Snow Cone Maker and Professional Cotton Candy Maker

1. Product Descriptions:

- a. The new Waring Pro® Professional 80 watt Snow Cone Maker can shave enough ice for four to five cones in less than a minute using stainless steel cutting blades. It includes two fold-down cone holders for easy storage and serving and comes with four BPA-Free Reusable Cones and 12 paper cones.
- b. The new Waring Pro® Professional Cotton Candy Maker brings all the fun and flavor of the fair right into consumers' homes. The 360 watt unit has a halogen heater system for quick results, two BPA-free reusable cones, 6 paper cones, a BPA-free splash guard and a detachable hub for easy cleaning.

Availability: Cotton Candy, Immediately Snow Cone, April 2012

2. Model numbers and everyday prices:

- a. Snow Cone Maker, SCM100MR; \$69.99
- b. Cotton Candy Maker; CC150; \$49.95

3. Story Angles/Statistics/Facts/Anecdotes:

- a. Consumers can host a ***carnival-themed party***, complete with any snow cone and cotton candy flavors they can imagine.
 - i. Parents can dazzle the kids with real fruit and organically flavored snow cones for a healthy and fun snack that's interactive too.
 - ii. When the kids go to bed, adults can make "grown-up snow cones" with ingredients like tequila, lime juice and simple syrup, or rum and muddled mint.
 - iii. The cotton candy maker allows for creativity as well; consumers can add Kool-Aid™ or crushed Nerds and fruit-flavored Life Savers® to the unit's floss head to create delicious new takes on this carnival favorite.
- b. ***The Original Snow Cone***
Chinese Emperors flavored snow with fruit and honey, and Native Americans sweetened it with maple syrup
<http://family.go.com/food/recipe-sk-19111-homemade-snow-cones-t/>
- c. ***The Ultimate Irony***
One of the co-inventors of cotton candy was a dentist named William Morrison
<http://www.ncbi.nlm.nih.gov/pubmed/16092607>