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WHAT'S ON TAP AT WARING …
Waring Pro™ Professional Popcorn Maker

What the Consumer Trend Experts Say:
Bringing a Taste of the Movies Home

More and more families are by-passing the trip to the Cineplex to enjoy the experience of watching a movie in their own personal home theaters. Of course, no movie experience is complete without snacks, especially fresh hot popcorn.

The *HomeWorld Business 2008 Housewares Census* states home theaters remain a "key booster of mid- to high-end hot-air popcorn machines," and the home theater consumer is interested in a popcorn machine that matches this décor. What's more, consumers are willing to spend money in an effort to create the theatrical ambience and experience, according to the Housewares Census, published in January.

The Key Ingredients to Look for in a Popcorn Maker:

Performance:
The new countertop **Waring Pro™ 300 watt Popcorn Maker (model no WPM25)** can help consumers put the finishing touches to their home cinema room. Waring's model is a modern take on the classic cart-drawn popcorn maker, boasting a glossy red finish that will make a bold statement in the home.

The 300 watt unit yields up to eight cups of popped corn, has a removable pivoting kettle for easy cleaning and has a heat lamp that keeps popped corn warm.

The unit is designed with a motorized stirring mechanism that allows for greater efficiency when popping and eliminates scorching because it keeps the kernels constantly "on the move." In addition, a heat lamp enables the freshly popped popcorn to stay hot, ensuring consumers will receive a fresh taste from the first bite to the last.

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Ease of Use:
The Waring Popcorn Maker makes perfectly popped corn with almost no preparation. Just turn the machine on to preheat for two minutes, lift the lid to place the oil and corn kernels into the kettle and close the lid. The popcorn will start popping after about two minutes and remain hot. One of the key benefits of Waring's popcorn maker is the kettle has a magnetized top which holds it in an open position and makes it easy for the consumer to add ingredients with one hand. Another core feature is that the pivoting kettle is removable, which makes it easy to clean. The door of the popcorn maker is also removable for fast cleanup.

For added convenience, Waring's new popcorn maker has a removable tray, measuring spoons and scoops.

Nuts & Bolts:

Everyday Retail Price:	$99.95
Availability:	Immediately
Warranty:	Limited five-year motor

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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