

WARING PRO®

FOR IMMEDIATE RELEASE

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WHAT'S ON TAP AT WARING ...

Waring Pro® Professional 2- and 4-Slice Cool Touch Toasters

What the Consumer Trend Experts Say: *Toasters Aren't Just for Toast Anymore*

“Toasters have long occupied a space on kitchen countertops, and have been the traditional means of toasting bread for over a century,” says Mary Rodgers, Director of Marketing Communications for Waring. “Today, however, increasingly savvy consumers are seeking out updated versions of this classic culinary appliance that combine functionality and durability with versatility.”

Uniting all the features that consumers want most in a toaster, the new **Waring Pro® Professional 2- and 4-Slice Cool-Touch Toasters (model nos. CTT200W/BK and CTT400W/BK)** are ideal for performing a wide range of tasks and offer an ease-of-use that is equally in demand. These units are adept at preparing traditional toast, as well as frozen waffles, pancakes, French toast, frozen bagels and English muffins.

The Key Ingredients to Look for in a Toaster:

Performance:

Waring's new toasters feature an Adjustable Shade Control & Cancel Knob to allow home cooks to perfectly produce the shade of toast that fits their preference, as well as self-centering toast slots to ensure even browning of any type of bread. The 2-Slice Cool-Touch Toaster is equipped with 1000 watts of power and the 4-Slice has 1800 watts, ensuring that both units are up to any task. The toasters also have Bagel and Defrost buttons with LED indicators that add appropriate amounts of time to the toasting cycle for perfect results, regardless of what is being toasted.

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Convenience:

The Waring Pro® Professional 2- and 4-Slice Cool-Touch Toasters are designed with 1.3-inch wide toasting slots to accommodate bagels, waffles, specialty breads and toaster pastries. The units also have a high-lift carriage feature that brings toasted items within easy reach of home cooks and a slide-out crumb tray for convenient cleanup. The 4-Slice Toaster can toast two different types of items at the same time, as its independent carriages can be separately programmed.

Design:

Waring's Professional Cool-Touch Toasters are available in black or white and feature a cool-touch housing for increased safety and ease-of-use.

Nuts & Bolts:

Everyday Retail Price:	4-Slice Model: \$34 2-Slice Model: \$24
Availability:	May 2011
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.waringpro.com.*

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