

WARING PRO®

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WHAT'S ON TAP AT WARING ... **Waring Pro® Professional Toaster Oven**

What the Consumer Trend Experts Say: ***Small Kitchen Appliances Reign Supreme in 2011***

Kitchen real estate grows tighter and more valuable with each passing day. As more gadgets, charging stations and even laptops encroach on property once owned solely by small electrics, culinary appliances need to bring widespread value to the countertop in order to claim a permanent home. By offering multiple functionalities, products are far more likely to meet consumer demands and maintain a relevancy in today's kitchen.

"The **Waring Pro® Professional Toaster Oven (model no. WTO450)** is a perfect example of the new decade's optimal kitchen appliance," says Mary Rodgers, Director of Marketing Communications for Waring. "By allowing home cooks to toast, bake or broil a wide range of foods in a simple and efficient manner, this new toaster oven serves a broad array of consumer needs and thus stakes its claim on the countertop."

The Key Ingredients to Look for in a Toaster Oven:

Performance:

Waring's new Toaster Oven has 1500-watts of power and can reach a peak temperature of 450° F, making it easy for home cooks to prepare a variety of foods throughout the day. A temperature control dial ensures even and consistent heat that results in faster cooking times, and a host of other customized features can accommodate individual preferences.

Versatility:

This unit has two rack levels to accommodate a variety of foods, so whether consumers are broiling steak on the broiling pan, baking cookies or cake on the toaster oven's baking tray or toasting bagels on the reversible oven rack, any recipe can be completed simply and efficiently. The unit also features a timer/toast shade control dial with bell signal that can be set for up to 30 minutes. Activating this function will automatically turn the oven off at the end of the selected cooking time, resulting in perfect results for any recipe.

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Styling:

The Waring Pro® Professional Toaster Oven has a streamlined, industrial stainless steel design with a tempered glass door for easy viewing. The sophisticated look of the unit lends an air of professionalism to the kitchen, ensuring that it will remain a longtime countertop staple.

Nuts & Bolts:

Everyday Price:	\$49.95
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.waringpro.com.*

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