

FOR IMMEDIATE RELEASE

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The Consumer Pulse:

Focus on Commercial Quality Kitchens Continues to Drive Kitchen Appliance Business

"The high-end market continues to see strong demand for appliances that are stylish, flexible and in touch with the latest cooking trends," according to an article in the March 2005 issue of Kitchen & Bath Design News.

STAMFORD, CT, May 2005—Today's kitchens are the focal point for everyday living, usurping new status as a true all-purpose room. While families continue to use the kitchen for meal preparation, they are also relying on this universal "meeting place" for socializing, homework and entertaining. As a result, kitchen appliances both large and small have been upgraded with commercial features worthy of extended use.

Upgraded culinary appliances ultimately lead to upgraded performance, as consumers strive to create restaurant-style kitchens in their own homes. Waring, the company universally known for introducing the first blender to consumers, has a rich history of providing quality culinary appliances for the foodservice industry and consumers alike.

As a result, the company has been on the cutting edge of providing home chefs with products used by the professionals. "Our technological expertise in the commercial arena has paved the way for Waring's solid foundation in the consumer business," says Mary Rodgers, Director of Marketing Communications for Waring.

Waring: Consumer Products that Deliver Professional Results

All of Waring Pro™ introductions incorporate the company's deep-rooted heritage which has been developed directly from product applications in the commercial foodservice industry – from expanded capacity to heavy-duty horsepower. For example, the **Waring Pro™ Professional Coffeemaker** is tough enough to handle everyday use in the kitchen, as well as the demands of a small business or home office situation.

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[The coffeemaker](#) comes with two-twelve-cup carafes and two warming plates as well as an instant hot water feature. Other recent product introductions include the **Waring Half-Gallon Blender**, a high volume, high capacity unit with a three horsepower motor and 30,000 plus RPM's.

The **Waring Pro™ Convection Oven**, meanwhile, gives consumers the flexibility they need to prepare a wide range of dishes while choosing from five different cooking methods: conventional baking, convection baking, broiling, rotisserie and roasting. Waring's oven boasts 1.5 cubic feet and 1700 watts of power to accommodate a half-sized commercial baking pan – allowing home chefs to bake multiple batches of cookies, as well as a ten-pound turkey or a complete dinner for four.

Waring's Convection Oven brings a new standard of power to countertop cooking and reflects home chefs' desire for increased control and accuracy, a key factor in achieving professional results consistently. The [March 2005 article in Kitchen & Bath Design News](#) cites an increased interest in ethnic and gourmet cooking and attributes this trend to "broadening the requirements" of cooking appliances to include "higher and lower powered cooking surfaces and increased control and accuracy over temperatures."

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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