

FOR IMMEDIATE RELEASE

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WARING ENTERS WAFFLE MAKER CATEGORY

STAMFORD, CT, May 2003—Waring, universally known for introducing the first blender to American consumers, is once again at the forefront of product development with the Waring Pro™ Professional Waffle Maker (model no. WMK300)—the company’s first commercial quality waffle maker for home use. The hallmark of the new waffle maker is its ability to deliver waffles that are more than one inch thick: 1-1/8 inches, the thickest possible Belgian waffle on the market. The waffle maker’s grids feature extra deep pockets— ½ inch on both top and bottom—for holding ample quantities of butter, syrup, fruit and toppings. Each grid is actually controlled by an individual heating element, so that every part of the waffle is baked evenly and crisply, allowing consumers to produce professional results consistently.

“Today’s consumer is seeking superior quality and professional performance—no matter which culinary appliance they are purchasing,” says Mary Rodgers, Director of Marketing Communications for Cuisinart and Waring. “Due to the ever-increasing number of product choices in the marketplace, consumers are more discriminating than ever before. One needs only to look at home design trends over the last few years to see the growing popularity of commercial quality appliances and tools in the kitchen.” Rodgers adds, “The waffle maker is a logical introduction for Waring because it fills a void in the marketplace. The Waring name is synonymous with commercial quality, and our new waffle maker meets the same high standards consumers have come to expect from Waring.”

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The Waring Pro™ Professional Waffle Maker has a variety of professional features that help consumers achieve consistent cooking results. One of the most noteworthy product benefits is a rotary handle, often used in hotel and restaurant waffle makers. The rotation feature allows the waffle to fill out and the baking process to continue, yielding a moist center inside and a crispy crust outside.

According to “Forecast 2003,” a study featured in *HomeWorld Business*, a leading housewares industry publication, one of the key factors influencing consumers’ purchasing decisions in small electrics is a desire to recreate foods from their favorite restaurants. The Waring Pro™ Professional Waffle Maker has incorporated many product features to make this desire a reality.

Other product benefits include a Rotary Browning Control with six settings that allow consumers to select individual preferences and ensures accurate baking because the temperature remains constant throughout the baking process. A brushed stainless drip tray accommodates any overflow of batter and is removable for easy cleaning. The unit takes two to three minutes to heat up. A green light and audible beep tone signal that the waffle maker has reached the proper temperature for baking and another tone signals that the waffle is ready to serve. In addition, the waffle maker has a toggle “on/off” switch and is UL/CUL approved. Waring’s waffle maker also features brushed stainless steel housing and a brushed die-cast base for easy care and long-term maintenance.

The Waring Pro™ Professional Waffle Maker comes with an 8-ounce polycarbonate measuring batter cup marked with a fill line. The product is backed by a one-year limited warranty.

Suggested Retail Price: \$130.00
Availability: Immediately

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 blenders, juice extractors, citrus juicers, toasters, food slicers, drink mixers, a waffle maker and a deep fryer; 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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