

**FOR IMMEDIATE RELEASE**

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**WHAT'S ON TAP AT WARING ...**

**Waring Pro® Double Belgian Waffle Maker**

**What the Consumer Trend Experts Say:  
*Waffles for Breakfast, Lunch or Dinner***

In 2009, there was a rise in the popularity of waffles, especially among chefs with experimentation in mobile eateries and other nontraditional restaurants\*. In 2010, Waring is bringing waffles back home and is making it easier than ever for consumers to explore recipes for a variety of delicious and unique dishes. Perfect for breakfast, lunch or dinner, waffles can be made in a myriad of savory varieties like yam or sourdough, or even served with other foods such as chicken or chili as a starch replacement. They can also be topped with everything from tender pulled pork to sweet and delicious butterscotch.

The **Waring Pro® Double Belgian Waffle Maker (model no. WMK600)** offers consumers a simple and error-proof way to make exceptional Belgian waffles in minutes. The unit's rotary feature, extra deep pockets and thermostat all help to ensure professional-quality results every time the waffle maker is used.

**The Key Ingredients to Look for in a Belgian Waffle Maker:**

***Special Features:***

Waring's Double Belgian Waffle Maker can make two large Belgian waffles simultaneously, thanks to its 360° rotating hinge. The browning control knob allows for even cooking on the top and bottom, and is adjustable for different batters and personal preference. Additionally, the unit has two green LED indicator lights on both the upper and lower waffle grid covers that illuminate when each waffle is done, and audio beep tones to indicate when the waffle maker is ready to use and when waffles are ready to serve. The unit also comes with a measuring cup so that home cooks can perfectly follow any ingredient list.

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\*Chow.com, June 2009

**Performance:**

“Waring’s new Double Belgian Waffle Maker offers the highest level of quality available to home cooks,” states Mary Rodgers, Director of Marketing Communications for Waring. “No matter what type or style of Belgian waffles is being made, this unit consistently yields professional-grade results.”

The waffle maker’s rotating action allows it to create waffles with a crispy exterior and a tender interior, and the unit cooks so efficiently that two waffles are ready to eat in less than four minutes. Waring’s new waffle maker also has 1-inch deep grids that guarantee thick, fluffy waffles every time, and its 1,400 watts of power can handle even the thickest batter. The unit’s nonstick coating also ensures ease of waffle removal, and its brushed stainless steel housing and brushed die-cast base allow for easy care and long-term maintenance.

**Nuts & Bolts:**

<b>Everyday Retail Price:</b>	\$99.99
<b>Availability:</b>	May 2010
<b>Warranty:</b>	Limited five-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](http://www.waringpro.com).*

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