

**FOR IMMEDIATE RELEASE**

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**THE WARING PRO™ TAILGATER™ BLENDER GOES  
WHEREVER YOUR CAR (OR BOAT) CAN TAKE YOU**

STAMFORD, CT—Waring, a leading manufacturer of professional quality small appliances for the home, has added a heavy duty, highly portable model to its signature blender line. Aptly named the Waring Tailgater™ Blender, this culinary appliance makes it easy for consumers to enjoy freshly made drinks, smoothies, salsas, creamy soups and more—anywhere their car or boat can take them. It is designed to go “on the road” with consumers to tailgate parties, campouts and boating trips.

The Waring Pro™ Tailgater™ Blender (model no. TG15) features a 15-foot cord and AC adapter that plugs directly into a 12-volt cigarette lighter or boat outlet plus a converter that allows for use in a standard 110 home outlet. The extra large, 48-ounce carafe is made of break and heat-resistant Lexan®. The blender also has a heavy chrome plated base that ensures stability, no matter how tough the blending task.

“Our research shows that a growing number of consumers enjoy preparing healthy, fresh and interesting dishes and drinks even when they are away from their own kitchen,” says Mary Rodgers, director of marketing communications for Waring and Cuisinart. “They want to bring the same comforts of home along with them when they travel.” She adds, “The Tailgater™ Blender is convenient to use and rugged enough to travel to a variety of settings.”

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## The Waring Pro™ Tailgater™ Blender Goes Wherever Your Car (or boat) Can Take You/page 2

Other special features of Waring's new blender include ice crushing capabilities, a convenient 2-ounce measuring cup insert inside the lid, and an easy-to-clean removable blade assembly. Like other Waring blenders, the Tailgater™ Blender is backed by a five year limited motor warranty.

The Tailgater™ Blender joins a full range of commercial quality blenders from Waring. Other products in Waring's blender line are available in a wide range of colors—from red, green and yellow to blue and ebony. Waring blenders also come in bright copper, stainless steel, pewter and brushed copper.

**Suggested Retail Price:** \$190.00

**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, toasters and electric kettles; 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.*

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