

## Waring Pro Breakfast Express Professional Belgian Waffle/Omelet Maker

### 1. Product Description:

Waring Pro's new Breakfast Express™ Belgian Waffle and Omelet Maker can make one Belgian waffle and one omelet simultaneously, and is also ideal for making pancakes, frittatas, fried eggs, English muffins and more. A rotary feature ensures even cooking on the top and bottom of the unit, and browning control knobs allow for customization. The Breakfast Express has 1-inch deep waffle pockets for extra-thick, fluffy waffles, two LEDs and three audio beep tones that indicate when waffles or omelettes are ready to serve.

Availability: Immediately

### 2. Model number and everyday price: WMR300; \$129

### 3. Story Angles/Statistics/Facts/Anecdotes:

#### a. *Breakfast with Benefits*

Eating a nutritionally complete breakfast can help improve concentration and performance in the classroom or the boardroom, elevate endurance levels and lower cholesterol.

<http://www.webmd.com/diet/features/many-benefits-breakfast>

#### b. *Chicken and Waffles – an American Classic*

According to Calvin Redding, founder of Amy Ruth's restaurant in Harlem, "Back in the day, the jazz clubs would close around 2 a.m. and Joseph T. Wells would serve his clientele 'a combination of dinner and breakfast, chicken and waffles until the wee hours of the morning – actually, from about midnight until about 10am"

<http://www.theroot.com/views/which-came-first-chicken-or-waffle?page=0,1>