

FOR IMMEDIATE RELEASE

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Contact: Mary M. Rodgers or Rachel Litner
Waring Rachel Litner Associates
Phone: (203) 975-4609 Phone: (973) 994-5167
E-mail: mary_rodgers@conair.com E-mail: rachel@rlitner.com

WHAT'S ON TAP AT WARING ...

Waring Pro® Professional 2 and 4-Slice Toasters

What the Consumer Trend Experts Say:

Artisanal Toast Brings Variety and Nutrition to the Breakfast Table

Toast is an absolute staple of the traditional morning meal, but toast choices extend far beyond white, wheat and rye. Artisanal bread such as Sourdough, Farmhouse, Irish Brown and Baguette are sumptuous selections that are excellent for toasting, and because of the care and wholesome ingredients that go into their creation, offer nutrition that simply can't be found in their mass-produced counterparts.

When using artisanal bread for toast (or other more traditional bread items), it is essential to have a high-performance, fine-quality toaster. The new **Waring Pro® Professional 2 and 4-Slice Toasters (model nos. WT200 and WT400)** are perfect for achieving consistent, professional results for all bread items, from artisanal to bagels to English muffins.

The Key Ingredients to Look for in a Toaster:

Performance:

Waring's new toasters feature an Adjustable Shade Control & Cancel Knob to allow home cooks to perfectly produce the shade of toast that fits their preference, as well as self-centering toast slots to ensure even browning of any type of bread. The 2-Slice Toaster is equipped with 1,000 watts of power and the 4-Slice has 1,800 watts, ensuring that both units are up to any task. The toasters also have Bagel and Defrost buttons with blue LED indicator lights that add appropriate amounts of time to the toasting cycle for perfect results, regardless of what is being toasted.

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Convenience:

The Waring Pro® Professional 2 and 4-Slice Toasters are designed with 1.3-inch wide toasting slots to accommodate bagels, artisanal and specialty breads and toaster pastries. The units also have a high-lift carriage feature that brings toasted items within easy reach of home cooks and a removable crumb tray for convenient cleanup. The 4-Slice Toaster can toast two different items at the same time, as its independent carriages can be separately programmed.

Design:

Waring's Professional Toasters feature a commercial-style brushed stainless steel housing that brings a professional and sophisticated look to any countertop.

Nuts & Bolts:

Everyday Retail Price:	4-Slice Model: \$59.99
	2-Slice Model: \$39.99

Availability:	May 2010
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Warranty:	Limited one-year
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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.*

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