

FOR IMMEDIATE RELEASE

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WHAT'S ON TAP AT WARING ...

Waring Pro® Professional Convection Ovens 1.5-Cubic-Foot and .9-Cubic-Foot Units

What the Consumer Trend Experts Say:

Ask Melody McGinley Whitelaw, a guest chef at Macy's Herald Square in New York City, how convection cooking fits a busy life, and she has nothing but praise. "Busy home cooks who may balk at the hours it takes to produce gourmet meals in a conventional oven can count on convection to produce elegant dishes in a fraction of the time. The process sears meat on the outside and keeps the insides tender and tasty," says Whitelaw, who is also chef/owner of The Main Event by Melody, a bi-coastal catering firm. She adds that convection cooking is a "great way for parents to teach young children how to cook. Shortening the cooking time holds their attention."

Vicki Caparulo, cookbook author and recipe developer, adds, "Timing is everything and convection helps cooks get every dish to the table in unison, especially when preparing multi-course meals for holiday dinners or large parties." Caparulo often uses convection for braising dishes that usually require slow oven finishing, like osso buco and cabernet short ribs. "Although convection cuts the cooking time by 30 percent, the meat comes out uniformly done with perfect tenderness," she says.

Convection cooking has reached an apex in professional performance with two new **Waring Pro® Professional Convection Ovens**: a **1.5-cubic foot unit (model no. CO1500B)** that can accommodate a half-sheet commercial baking pan and a **.9-cubic foot unit (model no. CO900B)** that accommodates a quarter-sheet commercial baking pan. The ovens provide consumers with five different cooking options: conventional baking, convection baking, rotisserie, roasting, and broiling.

"Waring's new convection ovens combine twenty-first century design with twenty-first century efficiency," says Mary Rodgers, Director of Marketing Communications for Waring. "Consumers buy a convection oven for a variety of reasons, whether it's used as a single cooking appliance for everyday needs, an extra oven for cooking volume, or a purchase for a second home. By offering two different models, Waring is giving home cooks the option to select one that best suits their lifestyle."

The Key Ingredients to Look for in a Convection Oven:

Performance:

Whether cooking artisan breads, crème brûlée or crispy chicken, the Waring convection ovens produce uniform, professional results. The ovens feature 1700 watts of power and a 120-minute timer. An extremely accurate thermostat regulates the temperature so foods cook more consistently.

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Performance/ continued

Waring's ovens are designed with a fan that circulates air around the entire oven rather than straight at the food. This ensures even heat distribution without overcooking food items at the back of the oven. The convection ovens also come with a baking tray, rotisserie spit, rotisserie skewers and a handgrip for evenly cooking whole roasts and fowl.

Versatility:

The Waring convection ovens offer consumers the perfect combination of cooking capacity and capability. The ovens are large enough to prepare savory gourmet meals yet compact enough to fit on a kitchen countertop. "These are high-performance models with a great deal of flexibility," says Rodgers. "For example, both ovens have two baking racks and several shelf positions, so that consumers can efficiently cook several items at once."

The 1.5-cubic foot oven is 27.5" wide and has four shelf positions, two wire racks, and a rotisserie that can hold up to nine pounds. The .9-cubic foot oven is 20" wide and has three shelf positions with two racks as well. The rotisserie can hold up to seven pounds.

Design:

The distinctive design of Waring's convection ovens blends in with virtually any décor and in any size kitchen. They feature a brushed stainless steel exterior with a tempered glass door that has a professional style bar handle. The interior of the ovens is stainless steel with a mirror finish. The new ovens also feature an interior oven light, designed to help home cooks monitor food while it cooks. The end result is restaurant styling that matches the oven's restaurant quality features as well.

Both Waring Pro® Professional Convection Ovens are UL and NSF listed.

Nuts & Bolts:

Everyday Retail Price: \$399, 1.5-Cubic-Foot Convection Oven (model no. CO1500B)
\$299, .9-Cubic-Foot Convection Oven (model no. CO900B)

Availability: April 2008

Warranty: Limited one-year appliance
Limited five-year motor

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.waringproducts.com.*

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