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WHAT'S ON TAP AT WARING . . .
Waring Pro® Professional Bar Blenders
WPB-Series

What the Consumer Trend Experts Say:

Motor strength, jar capacity, and enhanced operational control are among the driving forces behind consumer blender purchases, according to the *HomeWorld Business 2008 Housewares Census*. What's more, the census reports that consumers are also opting for blenders that are "countertop worthy," and make a fashion statement in the kitchen.

The Key Ingredients to Look for in a Blender:

Performance:
For mixing those frothy drinks like a professional, the **Waring Pro® Professional Bar Blender (WPB-Series)** offers consumers the performance and power expected from a company with more than seven decades in the foodservice and retail business. Made in the United States with domestic and foreign components, the blenders are available in four finishes: brushed chrome (model no. WPB80BC), ebony (model no. WPB80B), chili red (model no. WPB80R), and chrome (model no. WPB80). Waring's blenders are designed with a commercially rated motors that create 500 peak input watts.

"The WPB-Series is a high-performance, multi-purpose blender collection that allows consumers to create the same great-tasting beverages found in boutique smoothie and coffee shops, restaurants and bars," says Mary Rodgers, Director of Marketing Communications for Waring. "Whether it's a vitamin-packed health drink, a margarita, or a frozen coffee confection, the WPB blenders can do the job quickly, thoroughly, and to exactly the right consistency."

Capacity:
The Waring Pro® Bar Blender comes with a generously sized 48-ounce, polycarbonate carafe with easy-to-read English and metric graduations. The two-ounce measuring lid is a convenient tool for making perfect drinks and has an easy grip that prevents dripping or spills.

Convenience:
The Waring Pro® Professional Bar Blender allows consumers to perform blending tasks with ease. The unit features simple two-speed toggle switch operation with a heavy-duty motor that crushes ice on "high" or "low" settings. The blender also has a removable blade assembly, making the base and carafe easy to clean. In addition, the unit is designed with a heavy-duty metal base which ensures that the blender stands firmly in place during operation.

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***Design*:**
Waring's new blenders combine practical benefits with retro-chic styling. Consumers have their choice of four different finishes with black accents. The base of the blenders features a multi-groove design and lends an aesthetic touch to the overall look.

Nuts & Bolts:

Everyday Retail Price:	$69.95 for each blender
Availability:	Immediately
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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