

# WARING PRO®

## **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](mailto:mary_rodgers@conair.com) E-mail: [rachel@rlitner.com](mailto:rachel@rlitner.com)

## **WHAT'S ON TAP AT WARING ...**

### **Waring Pro® Professional 6.5-Quart Slow Cooker**

#### **What the Consumer Trend Experts Say:**

#### ***Slow Cooking is a Great Option for Fast-Paced Lives***

Slow cookers burst onto the culinary scene in the 1970s, but have remained unwaveringly popular ever since. Over the past several years, this method of cooking has continued its upward trajectory in home kitchens due to the increasingly busy lives of consumers and their quest for products that allow them to prepare and serve wholesome and delicious meals.

Expanding on its already diverse kitchen appliance offerings, Waring is entering the slow cooker category with the **Waring Pro® Professional 6.5-Quart Slow Cooker (model no. WSC650)** that cooks food automatically on a high or low setting and can be set to cook from two to 12 hours (in two hour increments). When the cooking time is complete, the unit will automatically switch to a warming mode to keep food at an optimal serving temperature, making it an ideal product for consumers who don't have time after work or other obligations to prepare meals.

#### **The Key Ingredients to Look for in a Slow Cooker:**

##### ***Convenience:***

"Whether entertaining a crowd or preparing everyday meals for the family, the new Waring 6.5-quart slow cooker allows consumers to create a savory meal with minimal time and effort," says Mary Rodgers, Director of Marketing Communications for Waring. She explains that the slow cooker's intuitive controls make it simple to operate, and red indicator lights alert users to the selected cooking temperature (a blue light indicates that the slow cooker is operating in the warming mode). Additionally, the unit's generously-sized, oval ceramic pot not only cooks food in the slow cooker itself, but can be transferred to the table and used as a serving dish and then go directly into the dishwasher for easy cleanup.

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**Design:**

Waring's new slow cooker features a stainless steel housing with black matte cool-touch insulated handles. It also comes with a removable glass lid that has a stainless steel rim and a black matte cool-touch handle. The glass lid seals in moisture during the cooking process to ensure perfect results and is dishwasher-safe.

**Other Features:**

This slow cooker also comes with cooking guidelines for everything from casseroles and roasts to stews and puddings, as well as a recipe book for both traditional and more sophisticated creations.

**Nuts & Bolts:**

<b>Everyday Price:</b>	\$49.95
<b>Availability:</b>	Immediately
<b>Warranty:</b>	Limited one-year

**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](http://www.waringpro.com).*

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