

# FOR IMMEDIATE RELEASE November 2006

Contact: Mary M. Rodgers or Rachel Litner

Waring Phone: (203) 975 4609

Phone: (203) 975-4609 Phone: (973) 994-5167 E-mail: Mary Rodgers@conair.com E-mail: rachel@rlitner.com

Rachel Litner Associates

WHAT'S ON TAP AT WARING . . . Waring Pro® Buffet Server

Waring Pro® Warming Tray

### What the Consumer Trend Experts Say:

# Cooking at Home is Alive and Well

While most Americans entertain between one and four times per year, a new generation of "heavy entertainers" is emerging, according to a study from The NPD Group, entitled *Entertaining: For the Holidays and Beyond*. This new segment of the population is younger and more affluent than those who entertain less frequently. The research indicates that nearly one-third of "heavy entertainers" – those entertaining monthly or more often – are 25 to 34 years-old with an average income of \$68,000. The study also states that despite hectic schedules, consumers are still making time to cook; preparing the meal at home is the most popular option for entertaining guests.

#### Convenience:

The Waring Pro® Buffet Server (model no. BFS50) provides consumers with an attractive and practical way to entertain guests. With three 2.5-quart stainless steel chafing dishes that hold 20 four-ounce servings each, the host or hostess can prepare several dishes prior to receiving guests and have more time to socialize once they arrive. Other product benefits include an adjustable thermostat (from 155 to 200 degrees Fahrenheit) that ensures food stays warm without overcooking. For added convenience, the chafing dishes come with both stainless steel and polycarbonate lids.

# Performance:

The Waring Buffet Server has 400 watts of power and thermo insulated ABS handles for easily transporting items from counter to table. The buffet server is UL and NSF commercially approved.

-more-

#### Waring Pro® Buffet Server/page 2

### Other benefits:

The Waring Pro® Buffet Server is constructed of heavy-duty stainless steel for durability and low maintenance. The base of the Buffet Server doubles as a warming tray with a generously sized surface that measures 21 inches by 14 inches. In addition, this tray is available as a separate item - the **Waring Pro® Warming Tray (model no. WT90)**.

#### **Nuts & Bolts:**

**Everyday Price:** Buffet Server, \$199

Warming Tray, \$99.95

Availability: Immediately

Warranty: 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.waringproducts.com.

###