



BACK TO BASICS® INTRODUCES AN ASSORTMENT OF NEW ICE TREAT PRODUCTS

Back to Basics®, A West Bend brand, offers a variety of summer ice treat products in fun assortments with eye catching appeal. From appliances and accessories to snow cone syrups, Back to Basics treats the whole family to summer fun. New items for 2011 Housewares Show include the Arctic Pops™ maker, Jet/Rocket Ice Pop Maker, Flute Pops Ice Pop Maker and a combination party pack.

Features & Benefits:

Arctic Pops Ice Treat Mold

- Make 4 ice pops at one time using flavored syrups, yogurt, or fruit pieces
- Freeze ahead – make ice pops on demand in your choice of colors, flavors and designs
- Comes with ice pop removal tool to extract it from the mold
- Idea starters, suggested ingredients and serving ideas included
- 1 year warranty
- Suggested Retail Price: \$39.99
- Availability: May



Jet/Rocket Ice Pop Mold

- Cool shapes and unique easy sip spouts – less mess on little hands
- Make 4 ice pops at one time using juice, yogurt or flavored syrups
- Make 2 rocket and 2 jet shapes per freeze cycle
- Theme a party around fun shapes or unique color combinations
- Plastics are BPA free and are top rack dishwasher safe
- Suggested Retail Price: \$3.99
- Availability: April



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About West Bend®

West Bend® was founded in 1911 and is among the most recognized small appliance brands in the United States. Still based in West Bend, Wisconsin, the company is known by consumers worldwide for its product quality and customer service. For a full list of product information or to purchase products online, visit www.westbend.com. West Bend® is a brand of Focus Products Group, LLC, a private holding company based out of Lincolnshire, Illinois. Focus Products Group, LLC has other such notable brands as Back to Basics®, Chicago Metallic®, Amco Houseworks®, and Swing-A-Way®.

For Public Relations (images, product information):

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Flute Pops Ice Pop Maker

- Molds great tasting, fun-shaped frozen treats right at home
- Easy-sip and no-drip handles for less mess and easy clean up
- Ice Pop mold easily doubles as a large easy-to-grab handle
- Create fun frozen shapes using juices, cola or ice treat syrups!
- Made of a high-quality, food safe plastic
- Top rack dishwasher safe
- Comes in four fun colors – orange, red, blue and turquoise
- Suggested Retail Price: \$3.99
- Availability: April



Ice Treats Party Pack

- Everything you need for the perfect ice treat party!
- Components include:
 - Ice Treats ice shaver
 - Variety of single serve syrups
 - Colorful cups and straws
 - Flute Pops Ice Maker
- Suggested Retail Price: \$49.99
- Availability: May



Please visit our booth #L11702 at the International Home and Housewares Show

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