

# West Bend®

## Adding Convenience to the Kitchen with New Rice Cookers, Breadmakers and Waffle Iron

*West Bend® Launches 18 New Innovative Products at the 2010 Housewares Show*

**West Bend, Wis., March 12, 2010** - *West Bend® has expanded its product line with the addition of eighteen new products, propelling the revitalization of both the company and the brand forward. These new products are outfitted in new packaging featuring updated graphics and more relevant features and benefits. West Bend's investment in innovation is taking center stage at the Housewares Show in Chicago March 14-16, 2010.*



From the company that pioneered the concept of automating fresh baked bread at home in the 1980s and 1990s, West Bend® is pleased to announce two new bread makers. The **West Bend® Hi-Rise™ Programmable Breadmaker** (item #41300) is a sharp unit featuring stainless steel accents. It is one of the few breadmakers on the market that produces a traditional horizontal loaf up to 2 ½ lbs. Impressive baking results are achieved by the two nonstick kneading blades. Removing the baked bread is easy thanks to the nonstick coated, removable loaf pan. Set the machine before leaving for work (up to 13 hours) and return to a home filled with the aroma of freshly baked bread. Easy settings make this breadmaker a kitchen must-have for novice or accomplished bread chefs. The other new **West Bend® Breadmaker** (item #41400) offers similar functionality. It features a 2 lb. loaf capacity and 1 kneading blade.

**West Bend® Rice Cookers** are now available in a 12-cup capacity (item #88010) and 10-cup capacity (item #88011). Both units feature a removable rice pot and a deep steaming basket, both of which are dishwasher safe. These rice cookers are the secret to achieving perfectly textured rice and the “keep warm” feature guarantees it’s fresh when served.



**West Bend® Rotary Waffle Iron** (item #6200) rotates 180° to make evenly baked, restaurant quality waffles at home. Use the adjustable browning control to make personalized 7” round, 1” thick waffles, scored in 4 easy-to-cut sections. Vertical or horizontal storage is made easy with the unit’s fold-away handle.

Visit West Bend® at the Housewares Show – Booth L11702.

#### 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](http://www.westbend.com). Focus Electrics, LLC is a subsidiary of Focus Products Group, LLC, a growth-oriented holding company based out of Vernon Hills, Illinois. Focus Products Group, LLC has other such notable brands as Back to Basics®, Jerdon®, Amco Houseworks®, Chicago Metallic®, and Swing-A-Way®.

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