

West Bend®

West Bend® Launches New Panini/Grill and Griddle

The Company 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.



The **West Bend® Panini Press and Grill** (item #6113) features an adjustable hinged lid designed to accommodate hearty sandwiches piled high with meats, vegetables, and cheeses. Enjoy deli-style, crisp Panini sandwiches customized right at home. Open the lid to 180 degrees and "voila!", the surface doubles for flat grilling. The tilt feature and hideaway drip tray help facilitate healthy cooking and easy clean up. The two 8"x11" grilling plates are removable and are dishwasher safe.



The new family-sized **West Bend® 18x10" Griddle** (item #76225) features a premium non-stick surface for effortless food release. Adjustable temperature settings up to 400°F are shown in both Fahrenheit and Celsius. With 1500 watts of power, this griddle can manage high heat for meat and vegetables as well as low heat to warm tortillas for making fajitas.

Excess liquid flows off the griddle cleanly, thanks to a built in tilt leg and drip tray. Remove the adjustable temperature control and the unit can be cleaned in the dishwasher along with the drip tray.

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. 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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