



Booth No.L11702

## Back to Basics® Creates Family Fun with Ice Cream Products

**West Bend, Wis., March 12, 2010** – The Back to Basics® brand has introduced a new assortment of Ice Cream Makers, Ice Cream Molds, and Quick Ice Cream Mixes! Available this spring, the assortment features a nostalgic, family fun-sized, 4-qt. ice cream maker with a wooden bucket and motorized mixing. An easy to store 4-qt. model with a plastic ice and salt bucket and a smaller portion sized 1.5-qt. pre-freeze version are also available.



One 4-qt. version features a wooden bucket designed for easy carrying and uses ice and rock salt to achieve a perfect churned consistency. The 1.5-qt quick freeze version has a removable gel canister for easy pre-freezing convenience.

Also included in the assortment is a nostalgic Milk Shake Maker for creating old-fashioned shakes and malts, and Ice Cream Dream molds for molding your own ice cream paddles!

Quick Ice Cream Mixes are designed for easy preparation and mixing - just add milk and prepare in a Back to Basics® Ice Cream maker.

Consumers have a nostalgic attachment to ice cream. It reminds them of times when the family gathered around the table for an ice cream churning event, an opportunity to socialize, and enjoyment of old fashioned ice cream found only in specialty shops. Pairing that experience with convenience, The Back to Basics brand churns up ice cream fun for all ages.

Family, Food and Fun – Back to Basics® provides innovative appliances and accessories for making fun snacks, healthy foods, and seasonal treats. Create memories, entertain families or process the freshest ingredients with Back to Basics® products. For a full list of products or to purchase products online, visit [www.backtobasicsproducts.com](http://www.backtobasicsproducts.com).

Focus Electrics, LLC is a subsidiary of Focus Products Group, LLC, a growth-oriented holding company based in Vernon Hills, Illinois. Focus Products Group, LLC has other notable brands as West Bend®, Jerdon®, Amco Houseworks®, Chicago Metallic®, and Swing-A-Way®.

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