

West Bend®

West Bend® Introduces Set of New Beverage SKUs

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.*



In the 1970s, prior to the introduction of automatic drip coffee makers, percolated coffee was the mainstay of coffee making. Today, percolators are making a comeback, as percolator enthusiasts praise the hotter, more robust coffee flavor. With the new **West Bend® Coffee Percolator** (item #54159), water is heated and forced through the grounds. After brewing, the coffee is kept at a constant warm temperature. When the cycle completes, it automatically switches to “keep warm”. The power cord detaches from the base, providing convenient pouring at the table. The entire unit is constructed of durable stainless steel with a mirror-finish exterior. The clear percolator cap in the lid of the unit allows users to visually monitor the coffee percolating. Removable components are all dishwasher safe.



For consumers looking for an easy-to-use coffeemaker without being inundated with excess programmable features, the **West Bend® 12-Cup Coffeemakers in Black** (item #56320) and **White** (item #56310) deliver great coffee with Pause 'n Serve functionality. The units both include a permanent filter for coffee grounds. All removable components are top rack dishwasher safe.

Who says that iced tea lovers can't enjoy freshly brewed iced tea on demand? The new **West Bend® Iced Tea Maker** (item #68303) certainly quenches the thirst quickly, brewing 2.75 quarts of tea in about 10 minutes. Use the dedicated sweetener chamber to produce sweetened tea. The plastic pitcher lid twists to offer closed, pour, or ice strain.



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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