

# POPCORN

West Bend®

Booth No.L11702

## West Bend® Pops Up a Collection of Popcorn Poppers!

**West Bend, Wis., March 12, 2010** - Building on the success of the industry leading Stir Crazy® Corn Popper, West Bend® has expanded its collection of popcorn poppers, accessories, tasty popcorn and seasoning products. The additional new products with an emphasis on themed packaging and strong brand recognition will create a dynamic presence in the popcorn category for 2010 and beyond.

Key new products being introduced are the Air Crazy™ Hot Air Corn Popper and the Stir Crazy® Deluxe Popcorn Popper. "Each of these products responds to a definite consumer need for convenience, cleanability and style," notes Howard Kaney, Marketing Manager for West Bend popcorn categories. "The latest features, along with fun styling and time saving convenience, make them relevant for today's consumer. Each of our Popcorn products helps consumers utilize a healthy whole grain snack in a fun, economical and entertaining way. Consumers are looking for easy ways to reconnect with their families as well as provide simple ways for moms to make healthy snacks. Movies and popcorn are great family time activities."



The Stir Crazy® Deluxe pops up to 7 quarts of tasty popcorn, and features a removable heating plate for easy dishwasher cleaning. With updated red accents and an inviting style, it features a stirring rod to increase popping efficiency. The see through lid also functions as a serving bowl.

The Kettle Crazy™ Popcorn Popper adds the capability to roast and glaze nuts, while the new Air Crazy™ popcorn popper merits a space saving place on your countertop for quick and easy, no mess popcorn snacks. All models have the capacity to add butter during the popping process.

In addition to the Stir Crazy® and Stir Crazy® Deluxe popcorn poppers, West Bend® has developed a line of theater poppers for home use. The line rounds out with nostalgic hand crank popcorn poppers, microwave poppers, and accessories. A selection of Gourmet Popcorn, tasty Popcorn and oil convenience packets, and a sampler pack of popcorn seasonings are also available. Consumers are able to select from a wide range of products for making and serving popcorn. From a quick microwave snack, to a theater or rec room experience, West Bend® products pop up a great time!

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 Electronics, 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 Back to Basics®, Jerdon®, Amco Houseworks®, Chicago Metallic®, and Swing-A-Way®.

For Public Relations information, contact:  
For Customer Service, contact:

[dscheid@focuselectrics.com](mailto:dscheid@focuselectrics.com)  
[service@focuselectrics.com](mailto:service@focuselectrics.com)

[www.focuselectrics.com](http://www.focuselectrics.com)

