



Booth No.L11702

## Back to Basics® Serves Cool Summer Ice Treats

West Bend, Wis., March 12, 2010 – The Back to Basics® brand has introduced a themed assortment of Summer Ice Treat appliances, accessories and syrups. The simple-to-operate Manual Ice Shaver and the syrup dispensing Dual Ice Shaver quickly and conveniently make ice treats for backyard parties, simple snacks or indoor fun.



Preparing fresh treats is a fun summertime activity that busy moms can share with their families. Fresh shaved ice topped with tasty Back to Basics® regular or sugar-free syrups and garnished with fruit make an appealing and fun treat. Convenient decorative snow cone paper cups and plastic straws are available. Or serve ice treats in colorful silicone snow cone cups and holders that can be washed and reused.



Also new for 2010 are two new syrup flavors, Blueberry Lemonade and Pineapple Splash. Back to Basics® also offers 3 pack combinations of syrups in assorted flavors. A new Flute Pop Ice Pop Maker molds up to 4 ice treats. The mold doubles as a large easy-to-grab handle. The Slushie Express and color coordinating Slushie Express Cups make refreshing ice slushies. Back to Basics® has all the products for cool summertime fun or colorful delicious ice treats!

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®.

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)

