

# West Bend®

## Consumers Fall in Love with West Bend® New Versatility Cooker

*West Bend 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.



West Bend® is known for adding unique features to everyday small kitchen electric appliances, making food preparation and cooking easier for busy lifestyles. One of the leading new products launching in 2010 is the **West Bend® 6-Qt Electronic Versatility Cooker** (item #84966). Consumers will enjoy effortless slow cooking as their spoons race around the oval non-stick cooking pot. The product name "Versatility" says it all – there are so many different ways to use it! The pot can be heated on the stove, in the oven, or stored in the freezer, and the unique heating base doubles as a light duty non-stick griddle.

Healthy, home-cooking is so easy with electronic temperature controls. Raising the bar above traditional slow cookers, the **West Bend® 6-Qt Electronic Versatility Cooker** (item #84966) can shift to keep-warm mode for up to 24 hours. The cooking pot and lid are both dishwasher safe.

West Bend® sponsors cooking club events where chefs-in-training and wannabe chefs all rave about this product. Busy lawyer by day and Milwaukee socialite by night, Jenn Jin loves her **West Bend® 6-Qt Electronic Versatility Cooker** (item #84966). "I live in an apartment and don't have a lot of space for a ton of electronic appliances; that's why I love this product! It gets envy eyes when I take it to potlucks." When asked what her favorite feature of this product was over any other slow cooker, Jinn replied, "I like how easy it is to maneuver - when I fill it up with soup, it's not as heavy as a crockery style cooker. I also appreciate that it's dishwasher friendly!"

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](http://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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