

# West Bend®

## FOR IMMEDIATE RELEASE

### **WEST BEND®; LAUNCHES NEW WEB SITE, KICKS-OFF YEAR LONG 100<sup>TH</sup> ANNIVERSARY CELEBRATION**

January 13, 2011, WEST BEND, WI – In the first of many initiatives planned in celebration of the company's 100<sup>th</sup> anniversary, West Bend® recently launched a new interactive web site, [www.westbend.com](http://www.westbend.com). This informative and easy-to-navigate site features a range of product information, full e-commerce capabilities, a comprehensive recipe database, and a timeline of company milestones.

In celebration of the company's history, the site's interactive timeline takes visitors on a journey from the first West Bend facility opened in 1911, to the introduction of Kwik Drip coffeemaker in 1932, and all the way to today's newest product innovations.

Another highlight of the site is the comprehensive recipe database, comprised of multiple generations of classic West Bend® recipes. The recipes are divided into four categories – *Main Dishes, Soups/Stews, Breads and Other* – making it simple to find the perfect recipe for any occasion. Site visitors can also search recipes by product category and receive helpful prep/cooking tips.

"As we gear-up for our 100<sup>th</sup> anniversary celebration this fall, we're pleased to be introducing this vibrant, interactive site," said Mia Cheeseman, Marketing Manager at West Bend®. "We have a variety of exciting projects on the horizon in 2011, including an assortment of product introductions and a new social media program, to name a few. It promises to be an exciting year for West Bend® and its loyal customers."

The *Cooking* section of the site, which includes the core line of West Bend® products, is separated into six categories: *Slow Cookers/Versatility™ Cookers; Skillets/Griddles/ Grills; Toasters/Ovens; Breadmakers; Steamers/Rice Cookers; and Specialty*. In the *Beverage* section, visitors will find information on *Coffee, Tea, Blenders, Smoothie makers, and Specialty beverage items*. Rounding out the product categories are *Popcorn makers and Seasonal items*, including ice cream makers. The site also boasts a helpful support section including information on warranties and replacement parts. All product user manuals are accessible, along with a product FAQ section.

Spanning multiple generations with its innovative product offering, West Bend® delivers unmatched performance, quality, and value to consumers nationwide. Founded in West Bend, Wisconsin in 1911, the company is looking forward to its year-long 100<sup>th</sup> anniversary celebration in 2011. It is still one of the country's best known small appliance brands.

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#### **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). West Bend® is a brand of Focus Products Group, LLC, a private holding company based out of Lincolnshire, Illinois. Focus Products Group, LLC has other such notable brands as Back to Basics®, Chicago Metallic®, Amco Houseworks®, and Swing-A-Way®.

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