



## TRISTAR LAUNCHES NEW AFFORDABLE UNBEATABLE BASICS

Tristar is a well-known player in the small domestic household market. Since 1977 Tristar has been offering high quality products for any type of household against affordable prices with an up to date design. This year new innovative products are launched that lift the level of kitchen essentials and anticipate on today's customer, focused on the most important seasons of the year.

### Compact air fryer with extra volume

The new FR-6994 Crispy fryer combines compactness with maximum volume. Traditional air fryers are equipped with an outer tray with an inner basket which is used to prepare the meal. The new Tristar Crispy fryer comes with an innovative solution that replaces the basket with a "crispy plate" to create more volume. This plate can be placed above the bottom of the fryer and allows air to keep circulating.

Tom van Wijk, Category Manager explains: "With this innovation we've created the possibility to offer a compact design with maximum volume. Thanks to the innovative plate the best possible use of the volume can be made. It enables customers to prepare more food in one go compared to traditional fryers, however with a compact design that saves space at the countertop"



### New blender specially designed for good year resolutions and summer season

Aiming at the summer season and a healthy start of the year Tristar offers a unique blender, also with an innovative compact design. The blender is one of the top 5 kitchen essentials and Tristar offers them in many different shapes and sizes. The new BL-4464 is uniquely designed and has a big advantage in comparison with traditional blenders. "This blender is designed with the possibility to place the jar over the motor unit. This makes the blender more compact and needs less space in the kitchen shelves, making it easy to store. Because of this unique way of designing, up to 30% space can be saved", according to Gertjan Spit, Category Manager. The blender is equipped with a powerful 500 W motor and 4 stainless steel blades. Thanks to the jar with a volume of 1.5 L it is large enough to blend smoothies for the whole family at once. "We have kitchen tools available for every kitchen operation nowadays. This is helpful when preparing a meal, however storing the appliances in the kitchen cabinets can be a challenge. A compactly designed blender with a large volume is a real innovation to solve this problem."



### Trendy matt black fondue ideal for dining with friends and family

The new fondue anticipates on the current industrial trend. Tom van Wijk: "We noticed that matt black is used more often in interiors. Most of the fondues still have a stainless steel housing, however with this new matt black model we anticipate on customers' demands."

Next to an up-to-date design this fondue has a large 1.5 L volume and is suitable for dining with up to eight persons at the same time. Furthermore this fondue is equipped with a heating element placed directly on the fondue, heating it up quickly and evenly.



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### Note to editors:

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