

## FOR IMMEDIATE RELEASE

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Introducing BeaterBlade+™ for Chefs and Baking Enthusiasts  
**New Patented Electric Mixer Attachment Thoroughly Mixes Batter,  
Eliminating Need to Stop and Scrape Bowl Manually**

SAN DIEGO, CA (May 6, 2008) – Using the appropriate tag line, “Mixing Accomplished,” New Metro Design introduces its line of problem-solving, patented **BeaterBlade+™** electric stand mixer attachments at the 2008 Gourmet Housewares Show in Las Vegas (May 6-8). New Metro Design’s booth number is 2914.

“My breakthrough idea for the **BeaterBlade+** came to me one day as I was preparing a cheesecake recipe in my kitchen,” says Gary Fallowes, founder of New Metro Design. “Frustrated by how often I had to stop the mixer to scrape down the bowl by hand, it occurred to me that avid bakers, including professional chefs and consumers, needed a more efficient attachment to get the job done faster and effortlessly,” says Fallowes.

Engineered for use with top brand electric stand mixers, including most models offered by KitchenAid®, Cuisinart®, DeLonghi® and Viking®, the new **BeaterBlade+** beats, scrapes, folds and incorporates ingredients thoroughly for fool-proof baking. Recipes often fail due to ingredients not being fully incorporated during the mixing process, and even the most experienced baker can have difficulty completely mixing dense batters, such as recipes for chocolate chip cookies, banana bread and cheesecake.

The new **Beater Blade+** ingeniously improves on the functionality of standard V-shaped beaters offered with high-end stand mixers by crafting a high-quality, enhanced blade that includes a flexible rubber “wing” down the entire length of both sides of the blade. The durable, food-grade edging simulates the action of a powerful spatula to gently, yet thoroughly scrape the bowl clean.

New **BeaterBlade's** state-of-the-art design continuously and automatically scrapes batters during mixing, which can speed up the process by as much as 50 percent. For example, a cheesecake batter that mixes in 13 minutes can be completed in 7, and dense banana bread that takes up 12 minutes, gets done in 6 with superior results (and you don't need to pre-mash the bananas!). By eliminating the need to turn off and on the mixer to scrape the bowl, **BeaterBlade+** reduces wear of the motor of the mixer, as well.

Ideal for bakers of all skill levels, New Metro Design's **BeaterBlade+** excels in a full range of mixing applications, including creaming butter, sugar and eggs to fluffy perfection, and preparing frostings and pastry creams quickly and easily. In addition to preparing cakes, frostings, quick breads and cookies, the **BeaterBlade+** ensures excellent results making pie fillings, mashed potatoes, meatloaf, compound butter, and more.

Crafted in dishwasher-safe materials, **BeaterBlade+** is made in the United States of NSF-approved high-grade plastic and rubber, and includes UL® certification for commercial sanitation. **BeaterBlade+** is available in four different models to accommodate countertop KitchenAid Tilt Head Mixers, KitchenAid Lift Bowl Mixers, and stand mixers from Cuisinart, DeLonghi and Viking. New Metro Design's **BeaterBlade+** will be available at retail nationwide in May for \$24.99, \$29.99 & \$40.00 suggested retail.

For further information on the new **BeaterBlade+**, consumers are welcomed to visit the company's web site, [www.beaterblade.com](http://www.beaterblade.com). For press queries, including requests for product photography, samples and company interviews, please contact Julia Stambules at JS Public Relations in Westchester, NY (914) 961-0282; [julia@jpublicrelations.com](mailto:julia@jpublicrelations.com).

Established in 2004, New Metro Design is dedicated to seeking solutions to culinary conundrums, and adding a dash of joy and fun to family cooking and entertaining. New Metro Design's first culinary product, an inventive "Marshmallow Roller Toaster" was launched in 2004, and spotlighted on Food TV. Gary Fallows, founder/CEO and product inventor, named the company in honor of his grandfather who started a family business called Metro Envelopes in 1930. Today, the California-based, family-owned and managed direct mail

manufacturing company, North American Communications, is one of the largest and most successful direct mail companies in the United States with manufacturing facilities in California and Mexico.

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