

news release



FOR IMMEDIATE RELEASE

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“Fagor Duo Pressure Cooker Featured as a ‘Kitchen Appliance You Can’t Cook Without’ on Today Show”



Lyndhurst, NJ - Jack Bishop, Editorial Director of the PBS show “America’s Test Kitchen” and co-creator of “Cook’s Illustrated Magazine”, has selected the Fagor Duo 8-quart Pressure Cooker as one of “7 Kitchen Appliances You Can’t Cook Without” on this week’s segment of ‘Today’s Consumer’ on the Today Show. The Duo Pressure Cooker had been rigorously tested amongst other brands and prevailed as the most reliable and effective pressure cooker to stand up in all types of kitchen situations.

“America’s Test Kitchen” is a show where 3-dozen full-time chefs and product testers independently perfect recipes and test kitchen equipment to see if they stand up. This month’s challenge was to locate the best appliances for your kitchen and the Fagor 8-quart Duo Pressure Cooker topped the list. With regards to pressure cookers, Jack Bishop states, “don’t get electric pressure cookers as they don’t get hot enough”. He continues that stovetop models allow you to brown your food before cooking which is usually the first step in preparing pressure cooked food. He also stated that the updated pressure cooker models are much better than the older units that our mothers used, “they have lots of safety features, very big and allow you to control the heat”.

What makes the Fagor Duo Pressure Cooker the champion of all the other models, is the incredibly well-made gasket. “It is one of the most important features of a pressure cooker and if it’s poorly made, you will never get a seal” Jack Bishop concludes. The complete list of kitchen tested appliances will appear in next month’s edition of “Cook’s Illustrated” and is currently online at “America’s Test Kitchen.com”. The Fagor Duo Pressure Cooker is widely used by culinary professionals including many celebrity chefs, the Food Network and multiple contestants on Bravo’s “Top Chef” and “Iron Chef”.

It's a story of old meets new. The pressure cooker which has been used in homes for well over a half century, has always been valued for its time saving attributes. Pressure cookers cook at higher temperatures because the internal pressure they produce raises the boiling point. The higher temperature allows the cooking to be completed faster, reducing energy costs by about two thirds.



Pressure cooking usually saves up to 70% of cooking time versus traditional methods. What may have not always been obvious is that less time spent cooking literally translates to less energy used, making it likely the most efficient piece of cookware in your kitchen. Pressure cooking retains vitamins and nutrients that are usually lost in traditional cooking methods and maintains a low fat content while rich in flavor.

Pressure cooking is easy, efficient and versatile. Simply load the ingredients, close the lid and cook delicious meals in a fraction of the time versus traditional cooking methods. The Fagor Duo provides endless cooking possibilities, from appetizers to entrées and even desserts. Hearty soups, stews, chili, and cheesecake are but a few of the many recipes that you can savor with your guests.

Suggested Retail Price for the Duo Pressure Cooker range from \$99.99 - \$119.99, depending on size. Available nationwide, Sur La Table, Crate & Barrel and online at: www.amazon.com.

About Fagor America Inc.

Fagor America Inc, headquartered in Lyndhurst, NJ, USA is a wholly owned subsidiary of Fagor Electrodomesticos, Spain. The Fagor brand is marketed in 100 countries. Fagor Electrodomesticos employs more than 12,000 people in 17 countries and operates 16 factories in three continents. Fagor is the worldwide leader in built-in induction cooktops, the leading appliance manufacturer in both Spain and France and the fifth largest appliance manufacturer in Europe.

Present in the US since 1992 with high-quality stainless steel cookware as the core product offering, today Fagor's North American appliance line consists of induction, gas & radiant cooktops, refrigerators, dishwashers, convection ovens & range hoods. Fagor products bring together efficient, eco-friendly European styling tailored to American consumer's needs. They are distinguished for having beautifully designed products constructed from the finest materials, and are user friendly and consistently reliable. For more information visit: www.fagoramerica.com

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