

Chef'n FreshForce™ collection brings the brawn **Chef'n Corporation introduces a line of extra powerful kitchen presses**

Seattle, WA – The Chef'n Corporation is excited to present its new FreshForce™ collection, a line of extra powerful kitchen presses. Each equipped with an additional gear mechanism, the FreshForce™ Garlic Press, Juicer and Potato Ricer are more efficient and effective than other leading brands.

Here at Chef'n we like to keep things simple, so we've created a little equation to help explain why the FreshForce™ products are more powerful than conventional presses:

Required gear mechanism + Extra gear mechanism = Lots more pressing power

However, we know that details on how and why things work are also important, so we've included a written explanation as well:

Most kitchen presses rely on only one gear mechanism to perform their tasks. The FreshForce™ products, however, have an additional gear mechanism that provides increased leverage during use. This increased leverage maximizes the FreshForce™ items' pressing power while also reducing the amount of force required to use them.

FreshForce™ Garlic Press

Create freshly minced garlic in seconds! Twenty-five percent more efficient than other garlic presses, the FreshForce™ Garlic Press is a must-have for any garlic lover. To use, simply insert a pre-peeled garlic clove into the perforated basket and squeeze. Easy as that! The stainless steel basket is removable for cleaning, and the entire press is dishwasher safe. Available in Black. Suggested retail: \$15.99

FreshForce™ Juicer

Margarita and lemonade lovers rejoice! With the FreshForce™ Juicer, making fresh margaritas and lemonade is easier than ever. Perfect for halved lemons and limes, the FreshForce™ Juicer is capable of producing 20% more juice than conventional juicers. Squeeze the Juicer's handles and watch as the citrus is turned inside out by a stainless steel pressing-plate, extracting every bit of juice, but leaving the pulp, seeds and rind behind. The entire juicer is dishwasher safe. Available in Lemon and Lime. Suggested retail: \$19.99.

FreshForce™ Potato Ricer

Mashed potato perfection: A phenomenon only experienced when using a FreshForce™ Potato Ricer. Sixty-five percent more efficient than traditional mashers, the FreshForce™ Potato Ricer creates fluffy, rice-like grains of potato. Just place a peeled and boiled potato into the perforated basket and squeeze the handles. When pushed through the basket, air is incorporated into the potatoes making them super light and airy. The stainless steel basket is removable for cleaning, and the entire Potato Ricer is dishwasher safe. Available in Black. Suggested retail: \$34.99

The FreshForce™ collection is available at Sur La Table and Amazon.com.

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