



CONTACT: Julia Stambules
JS Public Relations
(914) 961-0282
Julia@jpublicrelations.com

Shanna Zhou
JS Public Relations
(917) 775-1595
Shanna@jpublicrelations.com

NEW MICROPLANE® BUTTER BLADE

RUSSELLVILLE, AR (April 2017) – Reflecting today's trend in eating more healthy fats, including omega 3-rich and exceedingly delicious grass-fed butter, Microplane® introduces its innovatively designed and multi-functional **Butter Blade**. Designed to effortlessly slice, spread, and form butter into perfectly shaped, restaurant-style curls, the new **Butter Blade** will be available in September 2017 nationwide at Sur La Table for \$9.98 suggested retail.



The ideal tool for everyday meals, as well as cooking, baking and entertaining, the Microplane **Butter Blade** is smartly engineered with a uniquely designed and shaped blade that makes using butter blissfully easy. The topside of the **Butter Blade** cleanly slices pats of butter and easily cuts through paper wrapping with printed measurements for accurate cooking and baking.

The bottom side of the **Butter Blade** features three rows of tiny holes that when pulled across a stick of butter, create soft strands that warm up rapidly to flawlessly spread on



soft bread, toast, muffins, scones, corn on the cob, and more. The rounded tip of the **Butter Blade** has an ingeniously crafted, hollow semi-circle to instantly create attractive curls by

simply pulling the tip across a stick of butter. A new and efficient addition to anyone's drawer of table knives, the dishwasher-safe **Butter Blade** can also be used on cream cheese.



For more information on the **Butter Blade** and other premium quality kitchen tools from Microplane, consumers are welcomed to visit the company's Web site: www.microplane.com, or call toll-free 1-800-555-2767.

For press information, please contact JS Public Relations: Julia Stambules, Julia@jpublicrelations.com, 914-961-0282; or Shanna Zhou, Shanna@jpublicrelations.com, 917-775-1595.

Based in Russellville, Arkansas, 2014 marked the 20th anniversary of Microplane®, a premier global kitchen products brand, renowned for engineering exceptionally sharp and effective culinary tools. First created in 1990 as a new form of woodworking tool, the original Microplane® did not find its way into the kitchen until 1994. Since that time, Microplane® graters have found enthusiastic support from professional chefs and domestic cooks and have earned a permanent place in restaurants and home kitchens around the world. Most recently, Microplane® has entered the Personal Care arena with its highly effective, professional quality foot files and accessories.

#