



CONTACT:

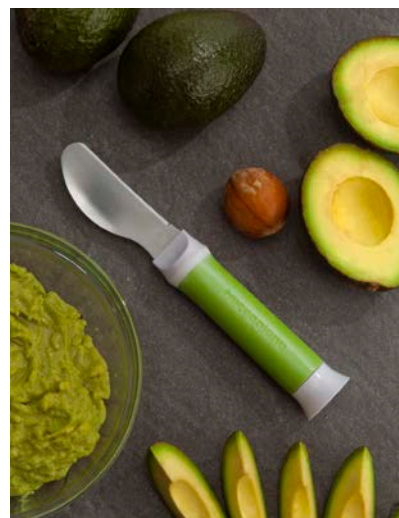
Julia Stambules
JS Public Relations
(914) 961-0282
Julia@jpublicrelations.com

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

NEW MICROPLANE® AVOCADO TOOL

RUSSELLVILLE, AR (February 2018) – Responding to the tremendous popularity of avocados in America, and addressing slippery issues about how to easily prep this highly nutritious and tasty fruit, Microplane® introduces the all-in-one **Avocado Tool** (model 41771). Cleverly designed to cut, pit and slice avocados with ease, the new **Avocado Tool** will be available at retail in April for \$13.95 suggested retail.

Tapping into the company's expertise in engineering extraordinarily sharp and efficient premium kitchen gadgets, the new **Avocado Tool** features a sharp straight edge blade with an exaggerated wide curve and rounded tip to effortlessly slice through avocado's tough skin, and scoop the flavorful flesh inside. To facilitate scooping, the **Avocado Tool's** durable steel blade is purposely crafted with a slight bend towards the edge of the curved section. Three sharp prongs at the base of the **Avocado Tool** safely and easily handle the tricky task of pitting the avocado without resorting to using knives.



Crafted in bright green with white accents, the space saving, wand-style **Avocado Tool** features a soft-touch handle for a comfortable and secure grip. For easy clean up, the **Avocado Tool** is dishwasher safe.

For more information on the **Avocado Tool** 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.

Hi-res product images are available to download at www.central.microplane.com.

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.

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