



## DRAFT FOR APPROVAL

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### NEW COLOR – DARK BLUE – ADDS ZEST TO MICROPLANE® PREMIUM CLASSIC ZESTER/GRATER

RUSSELLVILLE, AR (November 2017) – Microplane® introduces new **Dark Blue** to its best-selling **Premium Classic Zester/Grater** (model 46201), which will be available at retail nationwide in December. The **Premium Classic Zester/Grater** in on-trend **Dark Blue** joins a growing palette of colors that includes **Black, Red, Turquoise, Yellow, Green, Orange, Grey, Retro Green** and **Baby Blue**.



Microplane's hand-held, rasp-style **Premium Classic** graters feature a soft-touch handle that's comfortable to hold and feels secure in the hand, even when wet. Non-slip rubber feet at the end of the blade add stability when grating vertically on a cutting board, counter, inside a plate, or bowl. High-

performance **Premium Classic** graters feature Microplane's original and expertly crafted, etched stainless steel blades, which have razor-sharp edges that effortlessly cut through hard and soft foods without tearing or shredding.

The highly versatile **Premium Classic Zester/Grater** (\$14.95 suggested retail) is ideal for quickly and easily creating flavorful zest from all types of citrus peel without lifting

off the fruit's bitter-tasting pith. Chefs and avid home cooks alike also reach for the **Premium Classic Zester/Grater** to finely grate Parmesan and other hard cheeses, as well as garlic, shallots, ginger and chocolate for savory and sweet recipes.

For information on Microplane kitchen tools, consumers are welcomed to visit the company's Web site: [www.microplane.com](http://www.microplane.com), or call toll-free 1-800-555-2767.

For press information, including requests for samples for testing/photography, please contact JS Public Relations: Julia Stambules (914) 961-0282, [julia@jpublicrelations.com](mailto:julia@jpublicrelations.com); or Shanna Zhou (917) 775-1595, [shanna@jpublicrelations.com](mailto:shanna@jpublicrelations.com).

Based in Russellville, Arkansas, 2014 marked the 20<sup>th</sup> 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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