



## **\*\*MEDIA ALERT\*\***

### **SCS DIRECT TO LAUNCH NEW LINE OF CUCINAPRO GOURMET COOKING PRODUCTS AT INTERNATIONAL HOME & HOUSEWARES SHOW, MARCH 5-8**

#### **McCormick Place, Building South, Booth #S4110**

##### **WHO:**

- SCS Direct Inc. was founded in 1998 and started as a niche marketing company focused on a single category. After more than two decades, SCS Direct has evolved into a robust consumer products powerhouse that develops best of breed products across the Toy, Baby, Housewares, Home Improvement, Personal Care and Outdoor Living categories. With its headquarters located in Trumbull, CT, SCS Direct employs approximately 80 employees who manage over 500 proprietary products.

##### **WHAT:**

- SCS Direct Inc. is proud to launch their new ownership of CucinaPro gourmet cooking products. CucinaPro is a company that offers specialty ethnic housewares products of Scandinavian, French, Italian, Chinese and Mexican decent. The vast variety of products provide an affordable option for people looking to expand their cooking horizons. CucinaPro not only provides consumers with the tools for traditional cooking, but also the opportunity cook specialty ethnic dishes that they have always wanted to try.
- CucinaPro will be showing their variety of baking products, pasta makers and kitchen gadgets. There will also be a cooking demo of CucinaPro's Bubble Waffle Maker and Double Brew Coffee Station, **Booth #S4110**

##### **WHERE:**

- **McCormick Place, Building South, Booth #S4110**

## Bubble Waffle Maker

### Product Highlights:

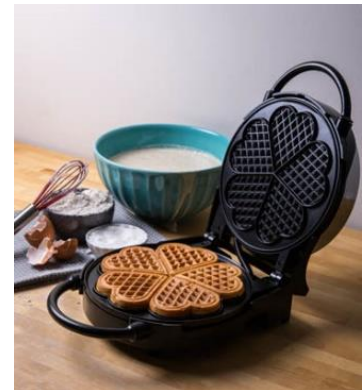
- The **CucinaPro Bubble Waffle Maker** brings the delicious popular pull apart treats of Hong Kong egg cakes known as egg waffles right to your own kitchen!
- Using this specialty designed pan you can create bubble-shaped waffles with crispy golden outsides and tender centers.
- The waffle maker has ***nonstick coated cooking plates*** for easy release and convenient cleanup.
- This Bubble Waffle Maker has an easy-lock closing mechanism and is available in both black and white colors.
- One-year manufacturer's warranty.
- Available for purchase at Bed Bath & Beyond, amazon.com, cucinapro.com and scsdirectinc.com. Retail Price: \$49.99



## Classic Heart Waffler

### Product Highlights:

- The **CucinaPro Classic Heart Waffler** makes 5 delicious heart-shaped waffles at one time!
- This Classic Heart Waffler makes seven-inch round classic waffles that separate into five hearts.
- This product has ***non-stick baking grids for easy clean up*** and six-level adjustable waffle browning control.
- The stainless steel waffler has cool touch handles to keep from burning your hands and stands upright for easy storage.
- The Heart Waffler never lets you burn your waffles again with a beep that sounds when your waffles are done, making breakfast easier than ever!
- One-year manufacturer's warranty.
- Available for purchase at Bed Bath & Beyond, Crate & Barrel, amazon.com, cucinapro.com and scsdirectinc.com. Retail Price: \$49.99



## 12" Griddle & Crepe Maker

### Product Highlights:

- Become your own master crepe chef at home with **CucinaPro's Electric Griddle and Crepe Maker**.
- Making crepes has never been so quick and easy, with a 12-inch diameter surface that is ideal for traditional French crepes.
- The on/off ready light lets you know when the plate is hot enough, so you can become an expert at making super-thin crepes.
- This Griddle and Crepe Maker features a **non-stick aluminum plate and 5 different temperature settings**, so you'll have precise control for perfect results!
- Simply plug the crepe maker in to let it heat up, spread a thin layer of batter and watch it cooks in seconds.



- The aluminum plate is also ideal for using as a griddle, perfect for making stacks of pancakes, bacon and other breakfast favorites.
- The Griddle and Crepe Maker includes a batter spreader and recipes for basic crepe batter, fresh mushroom crepes, and blueberry blintzes.
- Available for purchase at Bed Bath & Beyond, amazon.com, cucinapro.com and scsdirectinc.com. Retail Price: \$49.99.



## Pizzelle Non-Stick Baker

### Product Highlights:

- The **CucinaPro Pizzelle Non-Stick Baker** will make delicious pizzelles for the whole family each impressed with a decorative pattern.
- Perfect European-style pizzelles, crisp and sweet, release easily in full detail from this nonstick electric cooker.
- Two 5" traditional snowflake treats cook evenly on the pizzelle maker's extra-thick baking plates, then crisp up as they cool.
- This Pizzelle Nonstick Baker has **extra thick heating plates that ensure even heat distribution**.
- The nonstick cooking grids allow for easy release and quick cleanup, with BPA-free plastic handles and feet.
- One-year manufacturer's warranty.
- Available for purchase at Bed Bath & Beyond, Crate & Barrel, amazon.com, cucinapro.com and scsdirectinc.com. Retail Price: \$59.99



## Imperia Home Pasta Machine

### Product Highlights:

- Make your own pasta in half the time with the **CucinaPro Imperia Home Pasta Machine!**
- Get the authenticity of a real Italian pasta maker in your own home.
- Traditional pasta roller lets you make the freshest pasta you've ever tasted right at home.
- Made of heavy duty, shiny chromed plated steel with a 6-inch wide roller.
- Easy-lock adjustment dial for dough roller.
- Includes double cutter head for spaghetti and fettuccine, as well as a wood grip handle.
- The following pasta attachments are also available for purchase at amazon.com and cucinapro.com: Imperia Machine Angel Hair, Imperia Machine Lasagnette, Imperia Machine Pappardelle, Imperia Machine Ravioli and Imperia Machine Trenette.
- Available for purchase at amazon.com and cucinapro.com. Retail Price: \$89.99.



### \*INTERVIEW REQUESTS:

- To arrange an interview with SCS Direct Owner, Howard Greenspan, **please RSVP by February 26th.** We are currently scheduling interviews on Saturday 12-3pm, Sunday 10-3pm and Monday 9-3pm.

### MEDIA CONTACTS:

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