



VitaCuisine

T-fal

For Immediate Release

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Introducing T-fal's VitaCuisine Steamer
The tastiest, most nutritious way to steam

Nutrition is more than just ingredients, it's also about the preparation and preservation of the quality and flavour of foods. T-fal introduces **VitaCuisine**, the first innovation from a groundbreaking NEW '**Nutritious & Delicious**' concept coming soon to Canada, featuring exclusive technology developed by T-fal and advantages in terms of nutrition and taste that are proven and supported with facts to serve both, pleasure and health.

"As the wellness trend continues to gather momentum," says Noel Gallegos, Product Manager for T-fal, "now more than ever, Canadians want to strike a balance between health and taste. This is the inspiration behind T-fal's new '**Nutritious & Delicious**' concept"

Leading spa chefs have long known the secret to preparing healthy and delicious food – steam! Now, the home chef can enjoy the health benefits of gentle steam cooking in just minutes.

It's no surprise that T-fal - a world leading housewares brand synonymous with ingenuity and innovation – has developed **VitaCuisine**, the tastiest and more nutritious way to steam! **VitaCuisine** is designed to retain all of the health benefits of foods, without compromising on taste.

T-fal Steams up the Kitchen!

VitaCuisine is a kitchen appliance with a nutritional advantage, allowing you to prepare healthy and tasty meals with steam:

- Increase and preserve the natural and essential goodness of food
- Limit the use of fats and oils
- Reduce the preparation time of meals

Get set for a hot new generation of cooking with T-fal's **VitaCuisine**! This stylish small electrical appliance has a unique and spacious design with two individual stainless steel mesh baskets that cook complete meals all in one go without mixing flavours. Simply set the timer and **VitaCuisine** does all of the work, allowing time for the cook to unwind and blow off some steam of their own at the end of a long day.

Unlike all other steamers, T-fal's **VitaCuisine** helps keep all the flavours of your food separate while steaming each dish to perfection. This means cooking fish or meat,

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vegetables and dessert simultaneously – preparing a tasty and balanced meal in one easy step.

No more bland steaming, thanks to an exclusive reversible non-stick tray designed to maximize flavour. One side cooks in sauces, marinades or with juices for sumptuous steaming, while the other side enhances traditional steam cooking so that juices drain off food into the outer rim. Great for retaining the essential Omega fats in fish!

After the meal has cooked in minutes, an automatic Keep Warm function keeps food perfectly prepared and warm, without overcooking. Meals won't lose steam before getting to the table!

Turbo Boost Nutrition with T-fal

Turbo Plus is T-fal's exclusive quick cooking system – cooking faster to retain more vitamins and micronutrients.

Research results for fresh broccoli are as follows*:

Average percentage of retention	Pan of water	Microwave	Traditional steam cooker	VitaCuisine steam cooker
Vitamin C	58	61	70	86 %
Vitamin B9 (folic acid)	61	68	100	100 %
Polyphenols (antioxidants)	42	79	83	91 %

The difference is even greater for frozen vegetables: frozen spinach only retains 35% of its vitamins when boiled but a massive 73% when steamed in the **VitaCuisine**.

Key features:

- Creative and delicious cooking – add stocks, sauces and marinades, without transferring flavours or drippings to the foods below, thanks to an exclusive reversible non-stick tray. Or simply steam food in its own juices. Great for retaining essential Omega fats in fish
- VitaCuisine cooks faster, retaining more vitamins and nutrients than any other cooking method, thanks to its Turbo Boost function
- Natural steaming – juices drain off the food and collect in the outer rim
- Tastiest way to steam – includes a free recipe book with 50 delicious recipes developed by Europe's leading nutritionists and chefs
- Hands-free cooking and automatic shut-off with alarm

- Automatic keep warm that lasts for up to one hour so the meal is ready to serve when you are, without overcooking
- Two durable and easy to clean stainless steel baskets (2.5L capacity each)
- 3-in-1 interchangeable baskets, tray and bowl provide convenient cooking options, no matter what the dish
- Maxi bowl with extra large capacity for larger foods such as corn, artichokes or even a 2.2 lb lobster!
- Large rice bowl; also ideal for steamed pudding or reheating leftovers
- Convenient exterior water refill inlet; so water can be added to that tank during cooking
- All components are detachable and dishwasher safe [except electrical base]
- 1400 Watts of power

The new T-fal **VitaCuisine Steamer** retails for \$129 and is available Fall 2007 at Canadian Tire, The Bay, Home Outfitters, Home Hardware and London Drugs.

About T-fal

Driven by innovation in both function and design, T-fal consistently sets new trends in the world of housewares. All T-fal products are conceived and manufactured based on one major concept – to make life a little easier without compromising results. European influence helps guide the development of a range of award-winning cookware and electrical appliances, from irons and kettles to indoor grills and steamers. T-fal Canada is a division of Groupe SEB Canada Inc. For more information, visit www.t-fal.ca.

-30-

** According to testing in collaboration with the National Agronomy Institute Paris-Grignon (INA P-G), February 2006.*

For more information, product samples and photography or to arrange an interview, please contact Heather Ward (416) 909-4328 or Laurie Hall (416) 696-5554 at Bounce Publicity Inc. E-mail: heather@bouncepublicity.com