

10 Cup Food Processor Lid Flips Over for Compact Storage

**Hamilton
Beach**

Space-Saving Design



Images of Hamilton Beach® products available on-line at www.hbps-imagebank.com

Kitchen countertop space has and always will be at a premium. There is never enough space, and deciding what goes topside is a challenge. Consumer research revealed that one of the problems with food processors is the amount of storage space they require. Only 22% make it to the top counter, while 57% are stored in a kitchen cabinet, where tall products are difficult to store. To tackle this problem, this full-size processor was specifically designed so the lid flips over to nest inside the bowl, with enough space on top for disc storage. Everything that is needed to chop, slice or shred is conveniently located within the unit. This design reduces the height of the processor making it convenient to place on the countertop for accessibility or in a cabinet for compact storage.

“With food processing, consumers can stretch their dollars while still providing their family with healthy food choices,” states Betty Byrne, consumer test kitchen manager, Hamilton Beach Brands, Inc. “They can prepare an endless variety of fresh ingredients fast, and cleanup is quick and convenient with the dishwasher safe bowl, lid and blades.”

Compact storage, convenience and versatility describe what makes the new 10 Cup Food Processor from Hamilton Beach® unique.

KEY FEATURES

Compact Storage - Lid flips upside down to store in bowl with chopping blade; disc stores on top; convenient cord-stuff area located on the back of the processor.

Healthy Food Preparation - Offers versatile, fast processing for an endless variety of food. Consumers can chop onions, mix sauces, grate cheese, shred cabbage, prepare pesto or slice vegetables for fresh salads.

Capacity – Full-size 10 cup processing bowl with large feed tube.

Powerful Motor – 500 watts

Easy Cleaning – Dishwasher safe bowl, lid and blades.

Accessories – Stainless steel reversible slice/shred disc and chopping blade.

Product Name/MSRP: Hamilton Beach® 10 Cup Food Processor; \$49.99 (Model 70760)

Availability: November 2009

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