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For Immediate Release

Local Summer Farmers Markets “Save the Season” with the FoodSaver® Brand

Food and lifestyle bloggers to demonstrate FoodSaver® vacuum sealers and share fresh produce preservation tips in Philadelphia, Chicago and Seattle

BOCA RATON, FL (7/31/13) – FoodSaver®, the #1 vacuum sealing system in America, kicks off its “Save the Season” initiative in three different cities this August. Farmers market lovers have the opportunity to preserve their fresh produce, meats and cheeses at the Reading Terminal Market in Philadelphia on August 3rd, Chicago’s Green City Market on August 10th, and the University District Farmers Market in Seattle on August 24th. The FoodSaver® tent will provide vacuum sealer demonstrations, promotional giveaways, and a farmers market experience that will preserve the summer season.

Popular bloggers from each city will be demonstrating the ease and convenience of FoodSaver® vacuum sealers throughout the day. The FoodSaver® team is excited to host the bloggers from [Healthy Bites](#) and [Frugal Philly Mom](#) in Philadelphia, [Making Time For Mommy](#) and [Couponing for 4](#) in Chicago, and [Learn to Preserve](#) and [Kitchen Living with Coryanne](#) in Seattle.

“We’re thrilled to be directly supporting farmers markets in Philadelphia, Chicago and Seattle by preserving local farmer’s freshest produce, meats and cheeses,” said Ofelia Silva, Director of Marketing for the FoodSaver® Brand. “Our demonstrators are real-life women who understand the benefits of the FoodSaver® system. They know first-hand the benefits of vacuum sealing, and they are the perfect representatives to share their experiences with local farmers market shoppers.”

The FoodSaver® system lets you save the season while saving you money by preserving quality, taste, and freshness. With a FoodSaver® vacuum sealer, produce can be picked at its peak ripeness and vacuum sealed for future use, locking in optimal flavor and freshness. By buying in bulk and on sale, FoodSaver® vacuum sealers can save families up to \$2,700 per year, and keeps food fresh up to five times longer than traditional storage methods.

The FoodSaver® brand will also be introducing the new FoodSaver® 4800 Series Vacuum Sealer, the 2-in-1 Food Preservation System! Offering more ways to seal and more ways to save, this system gives consumers the ability to preserve foods in both the long and short term with ease. Providing the functionality and convenience of two vacuum sealing appliances in one, this system works with FoodSaver® heat seal bags and rolls for long-term freezer storage and, with its built-in handheld vacuum sealer, consumers can use FoodSaver® FreshSaver® vacuum zipper bags, canisters and containers for



refrigerator and pantry items. In addition, a handy marinate mode infuses food with flavor in minutes instead of hours. Compact, upscale, and fully automatic, this appliance features an easy-open drawer with patented removable drip tray for easy clean-up.

To learn more about FoodSaver® vacuum sealers and other time and money saving tips, visit www.foodsaver.com.

About FoodSaver

The FoodSaver® Brand is the market leader in the vacuum packaging category in the housewares industry, manufacturing and marketing a full line of FoodSaver® appliances, bags, rolls and accessories. FoodSaver® is a brand of Jarden Consumer Solutions.

About Jarden Corporation

Jarden Corporation is a leading provider of a diverse range of consumer products with a portfolio of over 100 trusted, quality brands sold globally. Jarden operates in three primary business segments through a number of well recognized brands, including: Outdoor Solutions: Abu Garcia®, Aero®, Berkley®, Campingaz® and Coleman®, ExOfficio®, Fenwick®, Gulp!®, Invicta®, K2®, Marker®, Marmot®, Mitchell®, Penn®, Rawlings®, Shakespeare®, Stearns®, Stren®, Trilene®, Völkl® and Zoot®; Consumer Solutions: Bonaire®, Breville®, Crock-Pot®, FoodSaver®, Health o meter®, Holmes®, Mr. Coffee®, Oster®, Patton®, Rival®, Seal-a-Meal®, Sunbeam®, VillaWare® and White Mountain®; and Branded Consumables: Ball®, Bee®, Bernardin®, Bicycle®, Billy Boy®, Crawford®, Diamond®, Dicon®, Fiona®, First Alert®, First Essentials®, Hoyle®, Kerr®, Lehigh®, Lifoam®, Lillo®, Loew Cornell®, Mapa®, NUK®, Pine Mountain®, Quickie®, Spontex® and Tigex®. Headquartered in Rye, N.Y., Jarden ranks #383 on the Fortune 500 and has over 25,000 employees worldwide. For further information about Jarden, please visit www.jarden.com.

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