

SUMMER 2013: TOP SIX TIPS FOR SAVVY SUMMER ENTERTAINING

Margaritaville®, *Mr. Coffee®*, *White Mountain®*, *Sunbeam®*, *Oster®* and *Crock-Pot®* Brands
Boast Essentials for Turning Up The Heat On Summer Soirees

BOCA RATON, FL – June 5, 2013 – As America rounds the corner on Memorial Day, the unofficial start of summer, good times and entertaining are officially on the mind. From backyard barbeques and garden parties to ball field picnics, pool parties and beach bashes, America aggressively seizes summertime to create memories and celebrate with friends and family. In fact, nearly 8 in 10 Americans surveyed said they value *experiences* more than they do material items, according to the JWT's 10 Trends for 2013 report. Summer is a time of year when consumers' appetites are highest for tips and trends that will help them create the ultimate party their guests will remember well into the fall.

Whether planning a family reunion, July 4th bash, or kid-friendly fiesta, global consumer products leader **Jarden Consumer Solutions** shares their 2013 top six trends for creating summer's coolest celebrations. Hot entertaining products from the Jarden family of brands, including [Margaritaville®](#), [Mr. Coffee®](#), [White Mountain®](#), [Sunbeam®](#), [Oster®](#) and [Crock-Pot®](#), give consumers the essential tools for entertaining with ease this summer.

The top six trends for savvy summer entertaining, according to **Jarden Consumer Solutions**, are:

1. Take the party on the road!

Summertime is no time to stay indoors. Take the party on the road with the **Margaritaville® Explorer™ Cordless Frozen Concoction® Maker** that allows you to create margaritas, daiquiris, and other favorite frozen concoctions at the BEACH, on the BOAT, in the PARK, before the big GAME, and just about anywhere! This party starter on-the-go packs a heavy duty 18-volt rechargeable battery that can produce up to 60 restaurant-quality frozen drinks on a single charge. (MSRP \$299.99; Available at [MargaritavilleCargo.com](#))

2. Commemorate the occasion with a signature drink.

Signature drinks are an excellent way to commemorate any occasion. Need some inspiration stat? The **Margaritaville® Mixed Drink Maker** features more than 45 recipe options created by Margaritaville® bartenders. Certain to be the centerpiece of any party, one press of a button whips up perfectly proportioned cocktails. Just add choice liquors and mixers into each of the four reservoirs and the automatic programming does the rest. Guests will jump at the chance to be their own bartender. Now, spin the drink wheel and get the party started! (MSRP \$299.99; Available at [MargaritavilleCargo.com](#))

3. Keep cool and customize.

Beat the heat with delicious, blended coffeehouse-style frozen drinks from the brand that did coffee before coffee was cool. Suit every party-goers palate, from rich and classic to skinny and healthy. Blend frosty frappes at the touch of a button with the **Mr. Coffee® Café Frappe**, the first and only at-home appliance to automatically brew and blend frozen coffee drinks. Delight guests with delicious iced coffees using the **Mr. Coffee® Iced Café**. From caramel to mocha, guests will enjoy their favorite iced coffee flavors in just minutes. (MSRP: \$79.99, \$34.99, respectively. Available at [MrCoffee.com](#))

4. Indulge guests of all ages.

Make sweet memories with family and friends, or surprise guests at a children's party by allowing them to create the smoothest and creamiest homemade ice cream together using the **White Mountain®**

Appalachian Series Ice Cream Maker (MSRP: \$249.99). For more than 150 years, the White Mountain® brand has made good times happen right at home. To set the memories in motion, just add a little ice, rock salt and pick a flavor! The **Sunbeam® Half Pint Gel Canister** (MSRP: \$19.99) makes two, half-cup servings of delicious ice cream, frozen yogurt or sorbet using fast freezing technology that's ready in about 15 minutes. Another great item for summertime chilling is the **Sunbeam® Snow Cone Cart Ice Shaver** (MSRP: \$24.99) which quickly and easily transforms ice cubes into refreshing homemade snow cones! Simply add everyone's favorite flavored syrups to create the best treat for beating the heat. (Available at Amazon.com)

5. Go fresh, healthy and homemade.

Fresh, healthy, seasonal ingredients taste best and keep guests bathing suit ready. The commercially-inspired **Oster® Versa® Performance Blender** is versatile, powerful and precise, preparing homemade sorbet, nut butter, hummus, salsa, hot soups, green smoothies, and more at the touch of a button. Offered at a value compared to other high performance blenders, this innovation boasts a 1,400-watt motor that spins stainless steel blades at 28,000 RPM to create a range of party-friendly foods with extraordinary ease. Two full color cookbooks, *Fresh & Fit Recipes* and *Gourmet Blends*, are included for more fun and inspired ways to use this blender! (MSRP: \$299.99; Available at OsterVersa.com and *Kohl's*)

6. Lighten up the menu.

Give the barbecue a break. Though it tastes great, calories and costs add up fast. Cut both and eliminate the need to babysit the cooking process by preparing healthier slow-cooked meals. The new **Crock-Pot® Slow Cooker with Smart Cook™ Technology** features an innovative "Ready At" setting which only requires busy hosts to select the base protein and then choose the time they would like the meal to be ready. It's that simple! The appliance then adjusts its power as necessary to deliver the meal on time every time so hosts can spend their time enjoying the party rather than manning the grill or stove. Be sure to visit the new Crock-Pot.com to purchase this item and view healthier slow cooker summer recipes, such as [Pesto Lemon Salmon Fillets](#); [Quinoa With Mixed Berries](#) and [Tequila Sunrise Spiced Shrimp Couscous](#). (MSRP: \$129.99; Available at Crock-Pot.com)

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®, Völk® and Zoot®; Consumer Solutions: Bionaire®, 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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