



Crock-Pot® Brand Expands Pressure Cooking Offerings with New Express Crock Multi-Cookers

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New Crock-Pot® 4-Quart and 8-Quart Express Crock Multi-Cookers now give consumers more options in the kitchen

BOCA RATON, Fla., Sept. 27, 2018 /PRNewswire/ -- Newell Brands, the makers of [Crock-Pot®](#) brand products, today announced the new Crock-Pot® [4-Quart](#) and [8-Quart](#) Express Crock Multi-Cookers. These all-in-one appliances combine the functions of a pressure cooker, slow cooker, and steamer, with the ability to simmer, boil, sauté and brown, giving home chefs the ability to cook meals up to 70% faster than traditional cooking methods. The new offerings are in addition to the well-received Crock-Pot® 6-Quart Express Crock Multi-Cooker that launched in fall of 2017.



The new Crock-Pot® [4-Quart](#) and [8-Quart](#) Express Crock Multi-Cookers feature an updated, easy-to-read control panel, and have additional simmer, boil, brown/sear, and manual pressure cook options. With its convenient one-touch meals, home cooks can effortlessly use the Crock-Pot® Express Crock Multi-Cooker to make a variety of great tasting meals with the push of a button. No matter the speed of life, or the size of the family, these new multi-cooker offerings from the Crock-Pot® brand make it easy to get a great meal on the table, fast!

"For nearly 50 years, Crock-Pot® has been the brand home cooks have known and trusted to deliver a delicious meal, and over the years we've continued to create new, one-pot solutions that complement today's busy lifestyles," said David Worthington, Director, Crock-Pot®. "With its introduction last year, the Crock-Pot® Express Crock Multi-Cooker became the #1 selling item in the Crock-Pot® brand, and these new 4-Quart and 8-Quart sizes will help every cook save time in the kitchen and get a great result that their family and friends will love – whether they are cooking for one or for ten."

All of October, the Crock-Pot® brand is celebrating "Crocktober™" by giving consumers a \$5 gift card with each Crock-Pot® Express Crock Multi-Cooker purchase of any size. Simply text CROCKTOBER to 811-811 and provide a picture of your receipt showing an Express Crock Multi-Cooker purchased from 10/01/2018 to 10/31/2018. Visit www.CrocktoberReward.com for full terms and conditions.*

The Crock-Pot® 4-Quart, 6-Quart, and 8-Quart Express Crock Multi-Cookers are priced between \$69.99 and \$149.99, and are available for purchase at Crock-Pot.com, Target, Walmart, Kohl's and other national retailers. The Crock-Pot® brand has also introduced a premium black stainless steel version of each size, which can be found at Kohl's stores nationwide. To learn more about the latest Crock-Pot® products and recipes, visit Crock-Pot.com or Facebook.com/CrockPot.

About the Crock-Pot® Brand

As the category originator, Crock-Pot® slow cooker first debuted more than four decades ago as a simple bean cooker. The brand firmly believes that nothing brings good times and good friends together like delicious food and continues to deliver on its beliefs by creating new innovations that address the needs of households today. For more information and where to purchase, please visit Crock-Pot.com.

About Newell Brands

Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate, Sharpie, Dymo, EXPO, Parker, Elmer's, Coleman, Jostens, Marmot, Oster, Sunbeam, FoodSaver, Mr. Coffee, Rubbermaid Commercial Products, Graco, Baby Jogger, NUK, Calphalon, Rubbermaid, Contigo, First Alert, and Yankee Candle. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

This press release and additional information about Newell Brands are available on the company's website, www.newellbrands.com.

*\$5 Gift-card promotion cannot be combined with any other offer/promotion. Valid with the purchase of any Crock-Pot® Express Crock Multi-Cooker purchased from 10/01/2018 to 10/31/2018. Submit a copy of receipt by 11/30/2018 for a \$5 gift-card. Must be a legal U.S. resident 18 years of age or older (19 or older in AL or NE, 21 or older in MS) currently residing in the 50 U.S. or D.C. Terms apply; visit www.CrocktoberReward.com for full Terms

and Conditions & Privacy Policy. By texting CROCKTOBER to 811811 and upon submitting your receipt image, you consent to receive up to 8 automated text messages (pertaining to this program only) via an automatic telephone dialing system to the number you provided from Snipp Interactive on behalf of Newell Brands | Crock-Pot® brand. Messaging & data rates may apply. Your consent to the above is not required to make a purchase. Not valid where prohibited by law.

Take the Mealtime Pressure Off with PRESSURE COOKING

Pressure cooking may seem confusing, but in reality it's a simple process that can save you considerable time, energy, and money! Thankfully the Crock-Pot® brand is here to share some insider secrets that will set you on the express path to success.

HOW TO:

1. Add food + liquid into the pressure cooker
2. Close the lid and position the steam release valve to the correct setting
3. Choose cooking program, temperature, time and pressure setting
4. Cook
5. Release pressure! **NOTE:** Keep hands and face away from the steam
6. Remove the lid

TIPS & TRICKS

1. Use at least 8 oz. of water when pressure cooking. Don't overdo the liquid as there's less evaporation than in conventional cooking.
2. Use the brown/audit setting to brown meat before pressure cooking.*

DID YOU KNOW? More vitamins and minerals are retained by pressure cooking vegetables as opposed to boiling and steaming!††

AVERAGE COOKING TIMES

White Rice 6 mins	Black Beans 5 mins
Salmon 3 mins	Chicken 15 mins

70% A pressure cooker uses up to 70% less energy than a stove.

Hello *with less energy!††*

CROCK-POT

*These tips are brought to you by the NEW Crock-Pot® Express Cook Multi-Cooker, which can cook meals up to 70% faster than traditional cooking. For more information, visit CrockPot.com.

1. http://www.epicurious.com/html/2006/01/001634_cooking/pressure_cooking.shtml for successful pressure cooking.
2. <http://www.thegoodfood.com/pressure-cooker/> for tips using pressure cooker.
3. <http://thefoodnetwork.com/pressure-cooking-saving-energy-pressure-cooker.php>
4. <http://www.crockpot.com/recipes/recipes/pressure-cooking-cooking-tips/>
5. <http://www.healthline.com/health/pressure-cooking-ingredient-list.php>
6. <http://www.cdc.gov/nceh/ehp/articles/view.php?id=111000>

View original content to download multimedia: <http://www.prnewswire.com/news-releases/crock-pot-brand-expands-pressure-cooking-offerings-with-new-express-crock-multi-cookers-300720197.html>

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