



## Eat Fresh And Save Money! New FoodSaver® Fresh Appliance Keeps Foods Fresh Up To Two Times Longer\*

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### Authority in vacuum sealing food preservation delivers new innovation for storage in the fridge, pantry and on-the-go snacks

BOCA RATON, Fla., Nov. 15, 2016 /PRNewswire/ -- There's no doubt that home cooking with fresh ingredients presents a variety of benefits. However, shopping for them can become expensive, especially when looking at the shocking amount that often goes to waste. On average, over 20% of food is wasted in the US\*\*; that's over \$500\*\*\* a year worth of fruits, vegetables and grains! To protect that food investment, the FoodSaver® brand, the authority and top-selling brand in vacuum sealing food preservation, introduces the new FoodSaver® Fresh Appliance, a small and counter space-worthy vacuum sealing appliance ideal for preserving refrigerator and pantry ingredients as well as on-the-go snacks.

### FoodSaver(R) Fresh Appliance

Specially-designed for use with FoodSaver® Fresh Containers and Zipper Bags, the new FoodSaver® Fresh Appliance is a compact powerhouse. At just 5.5 inches wide x 11 inches tall and taking similar counter space as a one-cup coffee brewing system, it will seal in freshness and keep foods fresh up to twice as long compared to non-vacuum sealing storage methods. Ordinary food storage methods trap air with food, causing foods to lose flavor and nutrition. The new FoodSaver® Fresh Appliance quickly removes air from specially designed FoodSaver® Fresh Containers and Vacuum Zipper Bags to help preserve fresh foods and allow consumers to prep grab and go snacks or ingredients for cooking ahead of time, knowing they will taste just as fresh later on.

"There is nothing more frustrating than buying fresh food from the market only to have your produce, grains and cold cuts go bad days later," says Lori H. Gonzalez, FoodSaver® Brand Vice President and General Manager. "This is an easy and effective food management system any home cook can embrace, finding endless uses for the FoodSaver® Fresh Appliance to keep food fresher, save money and finally to help preserve the shelf life of the foods that you grab on a daily basis."

The perfect gift for any fresh foodie, the FoodSaver® Fresh Appliance retails for \$99.99 and is available online at FoodSaver.com. Features include:

- Adjustable vacuum head and base are customizable to support the proper placement of the container or bag for sealing
- Ready green indicator light signals when the container or bag is ready to seal
- One-touch start button and automatic stop simplifies the vacuum sealing process and allows for one-handed operation
- Removable Liquid Reservoir makes for easy cleaning and maintenance

Learn more about the FoodSaver® Fresh Appliance at <http://www.foodsaver.com/fresh.html>. For more information on FoodSaver® products, visit [www.FoodSaver.com](http://www.FoodSaver.com) or follow the FoodSaver® Brand on [Facebook](#), [Instagram](#) and [YouTube](#).

### **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®, Rawlings®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington 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, <http://www.newellbrands.com>

\* As compared to non-vacuum sealing storage methods.

\*\* USDA ' The Estimated Amount, Value, and Calories of Postharvest Food Losses at the Retail and Consumer Levels in the United States' Table 2. Estimated per capita amount of food loss in the United States, 2010.

\*\*\*Based on the Methodology Used by Dr. Timothy W. Jones in the March 2004 Study



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