



Crock-Pot® Launches New Express Crock Multi-Cooker

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The newest Crock-Pot® brand innovation can cook meals up to 70% faster than traditional cooking

BOCA RATON, Fla., Oct. 27, 2017 /PRNewswire/ -- Today the makers of [Crock-Pot®](#), the original slow cooker, announced the launch of the new Crock-Pot® Express Crock Multi-Cooker, an all-in-one appliance that gives home chefs the ability to cook meals up to 70% faster than traditional cooking methods. This new addition to the Crock-Pot® product portfolio provides the flexibility and versatility to prepare a variety of hot, home-cooked meals all week long – even with the busiest of schedules.



The Crock-Pot® Express Crock Multi-Cooker combines the functions of a pressure cooker, slow cooker, and steamer, with the ability to sauté and brown, in a single multifunctional appliance. With eight pre-set pressurized settings, home cooks can effortlessly make a variety of great tasting meals with the push of a button. No matter the speed of their life, the family cook will find this new product from the Crock-Pot® brand an ideal tool that makes it easy to get family and friends around the table for a good meal.

"The Crock-Pot® Express Crock Multi-Cooker is the latest innovation from Crock-Pot®, the brand families know and trust, and we feel it is the ideal product for today's home cook who wants a quality time-saving solution that consistently delivers great-tasting meals," said David Worthington, Director of Brand Development, Crock-Pot®. "Whether they slow cook and plan their meal in advance or pressure cook when they don't have the luxury of time, cooks everywhere will get a great result that their family and friends will love."

As the original slow cooker that made its first appearance in kitchens more than four decades ago, Crock-Pot® has become a widely trusted brand and its products are used extensively around the world. The brand continues to evolve with the creation of solutions that meet the demands of today's modern lifestyles and the new Crock-Pot® Express Crock Multi-Cooker will make it easier than ever to enjoy a flavorful, convenient, home-cooked meal with family and friends. Priced at \$79.99, the Crock-Pot® Express Crock Multi-Cooker is available for purchase at [Crock-Pot.com](#), Target, Amazon.com, Best Buy, and other national retailers. To learn more about the new Crock-Pot® Express Crock Multi-Cooker, visit [Crock-Pot.com](#) or [Facebook.com/CrockPot](#).

About the Crock-Pot® Brand

As the category originator, Crock-Pot® slow cooker first debuted over 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®, 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/Pages/Index.aspx>.



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