

Season to perfection with OXO's new salt and pepper grinders

Submitted by: The Lenny Agency

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First there was Torvill and Dean, then Fern & Phil and now there is a new partnership set to take the UK by storm - OXO's new salt and pepper grinders.

The new grinders have been several years in the making and are true to OXO's innovative design approach, combining all the latest high tech features and materials with supreme comfort and ease of use. From the long-lasting ceramic grinding plates at the top of the dispenser, right down to the textured rubber turning mechanism at the bottom, OXO's new grinders offer stacks of hidden benefits.

Both grinders dispense from the top to avoid any residue being left behind on a table or work surface, and have been designed to release just the right amount of seasoning every time to bring out the full flavour of the food. The ceramic grinding plates are guaranteed to withstand heavy-duty use and are odour resistant.

Each grinder comes with five versatile settings so you can select the depth of flavour and coarseness of seasoning you need for each dish. Choose the highest setting for slightly cracked peppercorns when making a delicious au poivre sauce or peppercorn crust, and the lowest for a fine dusting of salt or pepper at the dinner table.

The textured black rim at the bottom of each grinder serves as the turning mechanism. The soft grip rubber coating makes it easy to grip, ideal when juggling several ingredients all at once, and its smooth turning action is so effortless that anyone can operate it.

Plus, there are no more difficult balancing acts. Each grinder rests flat when upside for refilling, keeping both hands free. Just remove the rubber base in one piece and fill without the contents spilling everywhere.

The clear acrylic body lets you see the full contents of the grinder so you know when its time to restock, and the discrete stainless steel accents ensure that the grinders look good on the dinner table.

The best bit is that both salt and pepper grinders come ready filled, so you can start using straight away.

Price:

Salt Grinder: £20

Pepper Grinder: £20

Designed to make everyday living that little bit easier, the OXO range offers over 200 stylish, yet practical tools for the home including kitchenware, organisational tools, cleaning products and gardening equipment.

The OXO range is widely available through a selection of national retailers including Lakeland, John

Lewis, House of Fraser, Amazon, Dunelm, Selfridges and other leading cook shops. For stockist details, please call 0114 290 1455

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Notes to editors:

OXO was founded in 1990 by Sam Farber on the principle of universal design. After witnessing his wife Betsy struggle using everyday kitchen utensils due to a mild case of arthritis, he was inspired to develop a range of tools that were easy to use for the largest spectrum of people.

Working with an old friend and colleague from Smart Design and noted gerontologist Patricia Moore, Sam set about creating a range of tools that were not only comfortable and easy to use, but would transcend generations and change the face of kitchen equipment for good.

OXO's innovative thinking, rigorous development process and unique design continues to raise the bar for household tools today. The range has grown extensively, from its original product line of 15 tools to now over 900 household gadgets, all of which offer a simple yet stylish solution to everyday tasks. Visit www.oxo.com

For further information, samples or product images please contact:
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