

Mix things up this Pancake Day with OXO's new 21st century hand-held mixer

Submitted by: The Lenny Agency

Wednesday, 1 February 2012

Be part of the vintage baking revival this Pancake Day (Tuesday 21 February 2012) with OXO's modern take on an age old classic.

OXO's (<http://www.oxouk.com>) NEW 21st century hand-held mixer is so easy to use that even the next generation of baking enthusiasts will want to serve up a batch of delicious thin crêpes this Pancake Day. A contemporary upgrade on the fiddly hand beaters of old, OXO's unique new version combines innovation with practicality and ease of use to help ensure the perfect batter every time.

The turning arm and contoured handle feature OXO's trademark soft non-slip grip while the two stainless steel beaters can be removed for individual cleaning or tasting. The mixer also features a stainless steel bridge to elevate the beaters from the bottom of the bowl as they work, taking the weight and strain out of mixing.

Unlike conventional hand-held mixers, OXO's sleek, modern design couldn't be easier to clean. Gone are the exposed gears; OXO's smooth, rotating gears are enclosed in the stylish upright white handle for quick and easy tidy-ups. Simply press the two side buttons to detach the base and pop in the dishwasher.

Streamlined and compact, the OXO mixer is great for everyday use whether it's whipping up lashings of cream or beating eggs, and fits neatly into kitchen drawers saving precious worktop space. It's also easy to for lefties or righties to operate – simply whip it out and get cracking. The hand-held mixer is priced at £20 and is available from Lakeland.

Making ideal companions for the new mixer, OXO's batter bowl (£13.28) provides the perfect place to mix batter, cream or eggs, while the nylon flexible pancake turner (£6.64) flips pancakes with minimal effort.

Designed to make everyday living that little bit easier, the award winning OXO Good Grips range offers over 200 stylish, yet practical tools for the home including kitchenware, organisational tools, bathroom and cleaning products. The company has also now extended into the nursery with the launch of OXO Tot, an exciting new design-led collection of award winning baby equipment including essential feeding and weaning tools in three bright colours, handy cleaning tools and a super stylish, ultra functional highchair.

For further stockist details, please call 0114 290 1455 or visit www.oxouk.com

-ENDS-

For further information, samples or product images please contact:
Emma or Ria at The Lenny Agency on 01484 767 545 or email emma@thelennyagency.co.uk /
ria@thelennyagency.co.uk