



## George Foreman Brand Announces New Fat-Reduction Claim, Recipe Contest and National Partnership

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*Independent testing reveals the George Foreman Grill removes up to 42 percent of fat\* from burgers*

**Miramar, Fla., May 10, 2011** – As the creator of the contact grill, the [George Foreman](#) brand has spent nearly two decades dedicated to providing practical solutions that help people Knock Out the Fat™. Today, the indoor grill category leader reveals just how much. Results of independent testing show that the George Foreman Grill removes up to 42 percent of fat from quarter-pound burgers made with 80/20 ground chuck beef, translating to a reduction of approximately 89 calories per burger.

“We are thrilled with what these results mean for the millions of George Foreman Grill owners, and the millions more we hope to impact with this fat reducing kitchen appliance,” said Carmen E. Garcia, Senior Director of Marketing, Russell Hobbs, Inc., a leading distributor of branded small kitchen and home appliances.

During the independent testing process, the raw burger patty (80/20 ground chuck beef) had an average of 23 grams of fat and after it was cooked on the George Foreman Grill, the fat was reduced to an average of 13 grams of fat. This is attributed to several features of the George Foreman Grill including an exclusive fat-removing design that drains away fat as the food cooks, a grease tray that collects the fat that drips off the grill and the George Tough™ nonstick coating which allows users to cook without adding butter and oil. For consumers, the George Foreman Grill makes a healthy lifestyle accessible, convenient, versatile and affordable.

In an effort to get consumers to Knock Out the Fat™, the George Foreman brand is also launching a recipe contest with the [Meal Makeover Moms](#). Janice Newell Bissex, MS, RD and Liz Weiss, MS, RD. Beginning today, the George Foreman brand and the Meal Makeover Moms are asking consumers to share their favorite burger recipes using the George Foreman Grill in the Lean Mean Burger Challenge. Original recipes using the George Foreman Grill can be uploaded to the George Foreman Facebook page for a chance to win a \$1,000 cash prize and one of three \$100 GeorgeForemanCooking.com gift certificates through June 3, 2011. Visit <http://www.facebook.com/GeorgeForemanHealthyCooking> to access the contest and all of the information necessary to enter.

“Our mission at Meal Makeover Moms is to help families eat healthier and that’s why we love cooking with the George Foreman Grill,” said Janice Newell Bissex. “Not only is it easy to use, but fat literally drains away from the food you cook, and family favorites like burgers are still delicious and juicy. It’s just a great appliance for every family.”

As part of its commitment to help consumers reduce the amount of fat they consume, the George Foreman brand is proud to join America’s leading brands in helping to reduce obesity as the first – and only – small kitchen appliance brand to be a part of the Healthy Weight Commitment Foundation. As a member, George Foreman Grills will take part in the coalition’s national Together Counts™ effort designed to help reduce obesity—especially childhood obesity—by 2015. Learn how to get active and healthy together at <http://www.togethercounts.com>.

For detailed product information, high-res images, videos and recipes please visit: <http://www.georgeforemancooking.com/pressroom/EPK>.

The George Foreman Grills are available at major retailers including Walmart, Macy’s, Kohl’s, Target and Amazon, and at [www.georgeforemancooking.com](http://www.georgeforemancooking.com).

*\*from 1/4 lb 80/20 Ground Chuck*

### **About George Foreman®**

*The George Foreman® brand is dedicated to providing practical solutions to Knock Out the Fat™ from your favorite foods. From a legendary athlete’s fight for better health, the George Foreman® brand was born as the answer to making everyday foods healthier, leaner and better-tasting – in less time than it takes to prepare and cook them using conventional methods.*

*Our commitment is to developing innovative cooking products that help consumers create great-tasting food that pleases the palate but with less fat. Our George Foreman® grills strive to make great-tasting foods leaner, faster and more convenient.*

*The George Foreman® brand is owned by Russell Hobbs, Inc., a leading marketer and distributor of a broad range of branded small kitchen and home appliances. Russell Hobbs has a broad portfolio of well recognized brand names, including Black & Decker®, George Foreman®, Russell Hobbs®, Juiceman®, Breadman®, Toastmaster®, and Farberware®.*

### **About Spectrum Brands Holdings, Inc.**

*Russell Hobbs, Inc., is a subsidiary of Spectrum Brands Holdings, Inc. (NYSE: SPB), a member of the Russell 2000 Index, and a diversified, global consumer products company and a leading supplier of batteries, shaving and grooming products, personal care products, small household appliances, specialty pet supplies, lawn and garden and home pest control products, personal insect repellents, and portable lighting. Helping to meet the needs of*

consumers worldwide, the Company offers a broad portfolio of market-leading and widely trusted brands, including Rayovac®, Remington®, Varta®, George Foreman®, Black & Decker®, Toastmaster®, Tetra®, Marineland®, Nature's Miracle®, Dingo®, 8-in-1®, Littermaid®, Spectracide®, Cutter®, Repel®, and Hot Shot®. Spectrum Brands Holdings' products are sold by the world's top 25 retailers and are available in more than 1 million stores in more than 120 countries around the world. Spectrum Brands Holdings generated net sales of \$3.1 billion from continuing operations in fiscal 2010. For more information, visit [www.spectrumbrands.com](http://www.spectrumbrands.com).

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