

A Multitasking Rice Cooker that Cooks More Than Just Rice - Now That's Good Thinking™



A world of vibrant flavors is as easy as pressing a button with this versatile rice cooker/steamer from Hamilton Beach. Effortlessly cook a variety of white rice or whole grains to fluffy perfection. Or steam vegetables and meats for quick and healthy one-pot meals.

“This product has a delay/start timer that offers the flexibility of delaying the cooking process up to 15 hours in advance,” states Betty Bryne, consumer test kitchen manager, Hamilton Beach Brands, Inc. “The consumer can add ingredients in the morning, set the timer and come home to a fully-cooked meal. Pre-programmed digital controls ensure superior cooking performance – taking the guesswork out of preparation.”

Rice consumption has risen as knowledge and taste for the many different kinds of rice and grains have increased. “Brown rice alone increased by 20% in 2008 and many consumers choose to cook more rice-based meals to lower a family’s food cost,” states Byrne.

The removable lid liner, nonstick pot and accessories are dishwasher safe, making cleanup quick and easy.

Images of Hamilton Beach® products are available online at www.hbps-imagebank.com

KEY FEATURES

Easy One-Touch Cooking – Boil/Simmer, White Rice, Whole Grain, Steam/Cook, Warm/Off and 15-Hour Delay Start. Automatically switches to warm after cooking.

Cooks Endless Variety – Enjoy all varieties of white and brown rice, whole grains, flavored rice mixes, beans, soups and one-pot meals. Gently steam food simultaneously during cooking; perfect for foods like vegetables, meats, dumplings and more.

Unique Boil/Simmer Button - Perfect for cooking flavored rice mixes. It automatically senses when contents boil, then switches to simmer for selected time.

Easy to Clean – Dishwasher safe removable lid liner, nonstick pot and accessories.

Capacity – 4-20 cup

Accessories – Steaming basket, soup ladle, rice paddle and measuring cup. Recipe and cooking guide also included.

Product Name/MSRP – Hamilton Beach® Digital Simplicity™ Deluxe Rice Cooker/Steamer; \$49.99 (Model 37536)

Availability – November 2009

Toll-Free Number and Web Site:
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