

Hamilton Beach® Thermal Cooler Blender

Blend and Go - Contents Stay Icy Cold for Hours

Now drinks can stay cold as long as the party lasts. Consumers like to keep their frozen concoctions cool. More than half (54%) of blender owners have poured their mixes into another container that then goes into the refrigerator. More than a third (36%) have placed the whole blender jar in the fridge.

With the Hamilton Beach® Thermal Cooler Blender, consumers can now simply blend and go – their smoothie, shake or ice-drink stays cold for up to eight hours. When it's tailgate time drinks will still be frosty, not a watered down mess.

The rugged 48-ounce thermal jar has a convenient handle for carrying. It folds out of the way for adding ingredients or pouring. The screw-top lid has a foldaway, pour-through spout. Two "plus" models offer an extra plastic jar or a glass jar in addition to the thermal cooler jar.

The Hamilton Beach® Thermal Cooler Blender is as powerful as it is convenient. It has a 500-watt peak-power motor with 10 speeds. Cleanup is a breeze. The blades, plastic or glass jar, and screw-top lid are all dishwasher safe.



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

KEY FEATURES

Thermal Jar – Blend right into the rugged 48-ounce jar, and it keeps frozen concoctions icy cold for up to eight hours.

Travel Friendly – Jar has handle on top which folds out of the way. The screw-top lid has a foldaway, pour-through spout.

Quick Cleanup – The blades, glass or plastic jar, and screw-top lid are all dishwasher safe.

Powerful Blender – 500-watt peak-power motor with 10 speeds.

Availability – Now

MSRP – Model 50711, \$39.99 (48 oz. Blue Thermal Cooler & Base); Plus Model 50712, \$44.99 (48 oz. Blue Thermal Cooler, Plastic Jar & Base); Plus Model 50713, \$49.99 (48 oz. Red Thermal Cooler, Glass Jar & Base)

Trends – 54% of consumers have poured mix into another container to put into the refrigerator; 36% of consumers have placed their blender jar with mix in the refrigerator.

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