



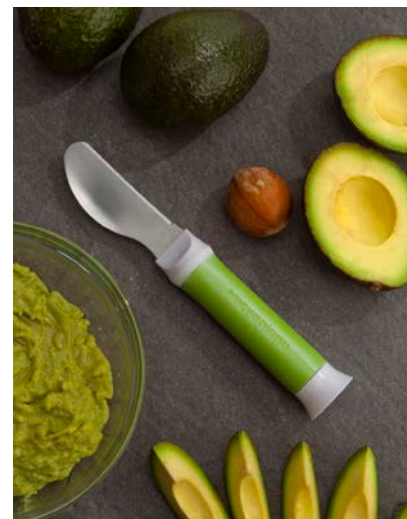
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#### NEW MICROPLANE® AVOCADO TOOL

RUSSELLVILLE, AR (February 2018) – Responding to the tremendous popularity of avocados in North America and addressing slippery issues about how to easily prep this highly nutritious and tasty fruit, without injuring oneself Microplane® introduces the all-in-one **Avocado Tool** (model 41771). Cleverly designed to cut, pit and slice avocados with ease, the new **Avocado Tool** is now available for retail sale in Canada and the US.

Tapping into the company's expertise in engineering extraordinarily sharp and efficient premium kitchen gadgets, the new **Avocado Tool** features a sharp straight edge blade with an exaggerated wide curve and rounded tip to effortlessly slice through avocado's tough skin, and scoop the flavorful flesh inside. To facilitate scooping, the **Avocado Tool's** durable steel blade is purposely crafted with a slight bend towards the edge of the curved section. Three sharp prongs at the base of the **Avocado Tool** safely and easily handle the tricky task of pitting the avocado without resorting to using knives.



Crafted in bright green with white accents, the space saving, wand-style

**Avocado Tool** features a soft-touch handle for a comfortable and secure grip. For easy clean up, the **Avocado Tool** is dishwasher safe.

For more information on the **Avocado Tool** and other premium quality kitchen tools from Microplane, consumers are welcomed to visit the company's Web site:

[www.microplane.com](http://www.microplane.com).

Based in Russellville, Arkansas, 2014 marked the 20<sup>th</sup> anniversary of Microplane®, a premier global kitchen products brand, renowned for engineering exceptionally sharp and effective culinary tools. First created in 1990 as a new form of woodworking tool, the original Microplane® did not find its way into the kitchen until 1994. Since that time, Microplane® graters have found enthusiastic support from professional chefs and domestic cooks and have earned a permanent place in restaurants and home kitchens around the world. Most recently, Microplane® has entered the Personal Care arena with its highly effective, professional quality foot files and accessories.

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