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FOR IMMEDIATE RELEASE

BlueStar® Presents Innovative Products and Chef-Inspired Kitchen Suites, Including Refrigeration and New Electric Appliances, at 2017 Architectural Digest Design Show in NYC

Bespoke Color Collections Celebrate Regional American Colors & Cuisine

Blandon, PA, March 10 – BlueStar®, manufacturer of high-performance appliances for the home – and a trailblazer in color innovation – is unveiling a full commercial-style kitchen suite, including premium, built-in refrigeration, a brand new induction cooktop and new double electric wall oven, at the Architectural Digest Design Show, March 16-19, in New York City (Booth 287).

The BlueStar® exhibit includes innovative vignettes that showcase the company's leadership in color and design through customized collections that celebrate the diverse tastes of America. The multicolored design journey, "The United States of Color," explores the local colors, textures and tastes that make this country unique, from Hollywood Regency to the tropical, vibrant verve of the Southeast to the prairies of the Midwest.

A Range of Possibilities

Launching at the show is the new BlueStar® **36" Induction Cooktop**, featuring advanced induction cooking technology with maximum power and precision for restaurant-quality results at home. It features the same professional performance that is the hallmark of the BlueStar® brand. The new induction cooktop offers the most powerful single burner in the industry, thanks to the exclusive Power Boost feature: a 5,500 Watts burner can bring one gallon of water in a large pot to a rolling boil in only three and half minutes.

The Smart Power Management automatically calculates and disperses the maximum amount of power across the number of burners in use. The home chef also has the ability to kick start the cooking process on all cooking zones, boosting the power immediately for no-wait cooking. Robust safety features include a "knob lock" and pan detection technology so the unit will not start unless a pan is on a burner. The seamless two burner bridging technology is perfect for grilling or searing with the duel zone plancha/grill.

The simple, yet stunning design offers unmatched customization in the category, with the opportunity to personalize the cooktop with colored knob and trim options.

"Our new cooktop is the closest you can get to a professional experience in induction cooking," says BlueStar® President Eliza Sheffield. "We are well-known for true high-performance, customizable cooking equipment, so the evolution to top-tier BlueStar® induction was a natural one." The induction cooktop joins the BlueStar® lineup of professional-style gas models that deliver restaurant quality results at home.

BlueStar® also will premiere its **double Electric Wall Oven**, featuring an integrated, temperature controlled bake stone, 12+ Cooking Modes, a powerful 2,500 watt bake element and an intense 5,000 watt broiler. Available in 750 colors and finishes including customizable knobs, its sleek design offers an intuitive, easy-to-use controller.

Customizable Refrigeration

On display will be the awarding-winning BlueStar® 36-inch **Built-In Refrigerator**. A stunning new French door model will be previewed at the show. Featuring commercial-style design and performance, the new Refrigeration line offers advanced food preservation capabilities, unique features for the discerning home chef and unmatched customization options.

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“Our customers, from the professional to the aspiring home chef, asked us for a refrigerator that fits the needs of a true chef’s kitchen, both in terms of performance and design. For people who love to cook, and want the highest degree of performance and flexibility while doing so, the BlueStar® fridge is a kitchen essential – especially when entertaining,” said Sheffield.

The new built-in refrigeration line already has garnered top awards for design excellence, including the prestigious GOOD DESIGN™ Award, the oldest and most recognized program for design excellence worldwide. The new line was named one of the “30 Most Innovative Products of the Year” by the iconic Better Homes & Gardens-*Beautiful Kitchens & Baths*. The editors selected their top picks for products that combine smart function, seamless style and cutting-edge technology. Additionally, the BlueStar® Built-In Refrigeration line was recognized as an Honoree in the 2016 Interior Design Best of the Year Awards.

The entire BlueStar® line offers unsurpassed performance and virtually unlimited options for personalization, including 750 colors and trims as well as customizable cooking surfaces, swing and French oven doors, and restaurant-inspired accessories such as salamander broilers and French Tops. Cutting-edge color collections, including the new *Matte collection* and ‘Greenery’, the 2017 Pantone Color of the Year, will be on full display. Exclusive color collections also include the popular *Precious Metals* featuring copper, enchanted silver and other metallics; the award-winning *Textures* collection and the gem-inspired *Jewel Tones*.

Celebrating the American Palette

As a brand with a proud heritage of U.S. manufacturing since 1880, the BlueStar® exhibit will celebrate the Colors & Cuisines of the American Landscape – “The United States of Color”. Designed by Kim Lewis, best known as the Lead Designer behind ABC’s “Extreme Makeover: Home Edition” and founder of Kim Lewis Designs in Austin, TX, the booth takes visitors on a virtual design journey across the U.S.

Each vignette is immersed in the colors of a specific locale, reflected in the wallpapers, accessories, textiles and appliances. The kitchen suites bring together color, customization and performance to create highly detailed, bespoke spaces. The tropical colors of the Southeast inspired the BlueStar® shiny, French-door range in ‘Greenery’. The tones of trending Hollywood Regency are captured in a BlueStar® blue range and black hood with accenting brass trim that adds movie star glam. The East coast kitchen is dressed in black & white to create a noir cook space; a petit 24-inch range in stainless with complimentary yellow hood are perfect for city living. The open skies of the Northwest are brought to earth in a cobalt blue BlueStar® range with antique copper trim; and the prairies of the Midwest are defined by simple, matte black tones in line with today’s popular neutral shades.

At this year’s show, Lewis will announce the winner of the second annual BlueStar® Kitchen Design Contest. BlueStar® also will host culinary demos in its booth daily, including an opening day culinary celebration featuring TV Personality & San Francisco *Chef Ryan Scott*. Other featured celebrity chefs include Aliyyah Baylor of MakeMy Cake in Harlem and International farm-to-table Chef Paul Marshall.

Inspired by Chefs, Powered by BlueStar®, for Seamless Cooling to Cooking

BlueStar® cooking and refrigeration products are designed for discerning home chefs who demand restaurant-quality results in their own kitchens. In business since 1880, the Pennsylvania-based manufacturer specializes in handcrafted gas ranges, cooktops, electric and gas wall ovens and complementary kitchen ventilation hoods and premium refrigeration. The company’s spectrum of highly innovative appliances stays true to an authentic restaurant kitchen experience at home. BlueStar’s unique performance features include an open gas burner system that produces up to 25,000 BTUs of cooking power, precise 130 degree simmer burners, and oversized convection ovens with professional-grade infrared broilers. Available in over 750+ colors and finishes, and with almost infinite configuration possibilities, BlueStar® offers unmatched options for customization. For more information, visit www.bluestarcooking.com.

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