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**SMEG ADDS BLENDER TO COLLECTION OF 50’S RETRO-STYLE APPLIANCES**

***Fun, functional and affordable, SMEG’s newest addition enhances the brand’s line of colorful kitchen accessories***

**New** **York**, **New York**– **July** **2015** – SMEG, the Italian appliance manufacturer famed for its classic style and advanced technology, has introduced the BLF01 Blender to its retro-style line in the United States market and is now available at SMEG retailers across the country.

The collection’s new Blender seamlessly combines the energy, passion and creativity customers have come to expect from SMEG’s retro-style collection, which debuted in February 2015, and includes toasters, stand mixers and kettles. Beautifully crafted with a unique styled die-cast aluminum body, the BLF01 Blender features a powerful 600W motor, safety lock, premium lightweight 6-cup Tritan® BPA-free pitcher, four speed settings and three preset programs: smoothie, ice crush and pulse. Available in cream, black, red, silver and pastel blue shades, the SMEG Blender is designed to make a bold statement in any kitchen and match other SMEG appliances for a coordinated collection.

“SMEG’s commitment to aesthetics, functionality and quality has captured the hearts and minds of discerning home cooks and gourmet chefs. All of our appliances, big and small, are constructed with cutting-edge technology in our internal design studio and ensure a solid build that will stand the test of time,” states Vittorio Bertazzoni, CEO of SMEG. “The Blender is the perfect fusion of high-performance engineering and iconic mid-century style.”

SMEG’s complete line of appliances, including the new BLF01 Blender, is currently available for sale in the United States. For more information and a list of SMEG retailers, please visit the SMEG USA website at www.smegusa.com; follow the company on Facebook or Instagram.

**About SMEG**

SMEG is an Italian domestic appliances brand, producing beautiful products that combine technology and style for consumer who follow design and its evolution. SMEG expresses the “Made in Italy” style by flawlessly combining design, performance and attention to detail. Distinctive appliances are born from collaboration with leading architects around the world. Every new product is, for SMEG, a handmade special, born from a design studio where form, ergonomics and function have been carefully studied. For more information, visit www.SMEGUSA.com.

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