



## ***Masterbuilt Introduces Next Generation Butterball Indoor Electric Turkey Fryer XL and New Electric Fish Fryer***

*Consumers Reclaim Family Dinner with New Recipes and Classic Dishes*

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**Columbus, Ga.** – As American families head back to the dinner table and celebrate companionship and the power that comes with sharing meals, they crave convenience, value and versatility.

The **Butterball® Indoor Electric Turkey Fryer XL** and the **Masterbuilt Electric Fish Fryer** help deliver on those ideals as safe, new and easy-to-use products that bring restaurant-quality goodness of all kinds of foods to diners who have rediscovered the family table.

Masterbuilt means quality cooking equipment and Butterball turkeys complete some of life's most memorable celebrations, the two continue their successful partnership with the new Butterball Indoor Electric Turkey Fryer XL (suggested retail price: \$149.99).



**Butterball Indoor Electric Turkey Fryer XL**

The Butterball Indoor Electric Turkey Fryer XL can fry a 20-pound turkey, big enough to feed 14 people. CSA certified to UL's 1083 standard, the fryer is hassle-free and safe to use indoors. A thermostat temperature control prevents overheating and the stainless steel outer shell complements any kitchen décor.

The XL is a larger version of the original Butterball Indoor Electric Turkey Fryer released last year, which shares the same safety and convenience features in a smaller fryer that will cook a 14-pound turkey using one-third less oil than conventional turkey fryers.

"Changes in the economy have caused consumers to change their eating habits and move meals back to the dinner table," said John McLemore, CEO of Masterbuilt Mfg. Inc. "The XL model offers families a simple solution to prepare food for a large family or gathering, so more can enjoy the fun and delicious culinary creations."

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In addition to the Butterball Indoor Electric Turkey Fryer XL, the Masterbuilt Electric Fish Fryer (suggested retail price: \$89.99) is new option available this year. The unit provides versatility with different foods that can be cooked in the fryer, a thermostat, digital timer and variable temperature switch that allows control of oil up to 375 degrees Fahrenheit. The 1,650-watt electric element is countertop safe and family approved.

Whether your family enjoys fish, turkey, vegetables or potatoes – just about anything turns out crispy and delicious when it's deep-fried – their favorite dish will add to the camaraderie that comes with eating together.

Also available this year is the Butterball Turkey Seasoning Kit and Marinade. The spicy Cajun rub and buttery Creole marinade enhances the flavor of your favorite meat, turkey, beef or pork and might bring back memories of New Orleans. Those cooks who need a little more guidance in the kitchen can await the release of the first Masterbuilt cookbook featuring recipes for smoking, grilling, frying and steaming foods. The cookbook will be available this fall and sold alongside all Masterbuilt products.

The Butterball Indoor Electric Turkey Fryer XL, Masterbuilt Electric Fish Fryer and spices can be found at most major retailers or online at [www.masterbuilt.com](http://www.masterbuilt.com).

### **About Masterbuilt**

For more than 30 years, Masterbuilt's passion has been to design quality outdoor cooking equipment that is simple to use. From the first propane fish cooker, to the first indoor electric turkey fryer, seafood boiler and steamer, we offer a complete line of outdoor and indoor cooking products designed with the consumer in mind. Masterbuilt's standard of excellence is to design the most innovative products in the industry and markets we serve. The customer is our greatest asset and our commitment is to always provide friendly, caring service. For more information, visit [www.masterbuilt.com](http://www.masterbuilt.com)

### **About Butterball, LLC**

Butterball, LLC offers consumers opportunities to celebrate traditional holidays and every day meal occasions with the Butterball branded line of products. As the most recognized name in turkey, the brand represents over 50 years of cherished memories with consumers worldwide. The retail, deli and foodservice products are distributed throughout the United States and in over 20 countries. The tradition of providing quality great tasting products that make meals something to celebrate every day has made the brand America's Favorite.

Headquartered in Garner, N.C., Butterball is the largest producer of turkey products in the United States. The company's three pronged approach to Doing Business Right focuses on self-governance, sustainability and social responsibility. The initiative plays a key role in providing internal oversight for integrating values that are important to the company.

As the industry leader in quality and food safety, the company employs numerous processes to ensure the health of flocks and implements recognized prevention measures to exceed food safety standards in its six plants, located in North Carolina, Colorado, Arkansas and Missouri. In addition, Butterball has surpassed important workplace safety and health benchmarks set forth by the Occupational Safety and Health Administration's Voluntary Production Program, (VPP.)

For more information about Butterball, LLC, visit [www.butterballcorp.com](http://www.butterballcorp.com). For more information on Butterball products, visit [www.butterball.com](http://www.butterball.com). You can also call 1-800 BUTTERBALL for answers to your most puzzling questions about turkey preparation.

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