



The new **Braun Multiquick 7 Cordless** is Braun's first cordless hand processor, the latest addition to the Braun Multiquick family and the brand's entry into the fast-growing segment of small cordless kitchen appliances. With its power, sharp blades and uniquely designed knife chassis, Multiquick 7 Cordless provides best blending results versus leading competitors and blends even better than leading corded competitors. And a chopper accessory makes the cordless hand processor incredibly versatile for food preparation. The cordless platform is expected to become an important basis for future household products.

The powerful Braun Multiquick 7 Cordless is the most effortless way to prepare food – simplifying the home cooking routine so that consumers can spend more time with family:

- The Multiquick 7 Cordless and its half-liter chopper accessory easily perform challenging tasks such as crushing ice, processing hard cheese and nuts, and chopping meat.
- The new full metal shaft delivers ultimate performance for pureeing smoothies, soups, sauces, milkshakes and dips.
- The half-liter capacity chopper accessory is perfect for preparing soft foods such as sauces or light dough.
- On high speed, the chopper bowl is ideal for finely chopping herbs, onions, parmesan, chillies, nuts and frozen chocolate.
- With no cords to get in the way, the Multiquick 7 Cordless provides the freedom to process food anywhere—even directly on the stove or outdoors.
- This cordless hand processor is compatible with most Braun Multiquick accessories and features a breakthrough, ergonomically shaped handle.

- The portion of the Multiquick 7 Cordless that comes into contact with food—the hygienic stainless steel metal shaft with anti-splashing bell—is detachable and dishwasher-safe for easy, convenient clean-up.

About Braun Multiquick 7 Cordless Technology:

- The ultra-hard blades, innovative bell shape and advanced motor technology combine for best blending results. The fine, even blending is even better than leading corded competitors.
- The cordless hand processor's advanced technology ensures the longest life for the rechargeable Lithium-Ion batteries.
- A redundant charging circuit keeps the Lithium-Ion cells charged to the maximum voltage level for the lifetime of the device.
- To prevent unintended operation, the appliance features a safeguard power button that complies with European Union standards.
- The Multiquick 7 Cordless can operate up to 20 minutes on a fully charged battery, depending on the task, and recharges from empty to full in less than two hours. Since the typical task takes a half-minute to a minute to complete, that means consumers can perform up to 40 tasks on a single charge.

Availability:

The Braun Multiquick 7 Cordless will be available October 2010 in Western Europe, Central & Eastern Europe, the Middle East, Africa, Australia, Southeast Asian nations, India, Japan and Korea in all current channels where Braun kitchen appliances are sold.



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