

Make Cauliflower Rice at Home With the Farberware® Rice-n-Slice Vegetable Ricer

New York City, January 2018 – Farberware introduces the **Rice-n-Slice™ Vegetable Ricer**, making it quick and easy to prepare healthy cauliflower rice at home. The Rice-n-Slice also rices broccoli, squash, potatoes, and carrots. In minutes, your vegetables will be ready for sautéing, steaming, roasting, baking, and mashing.



Riced cauliflower is a grain-free, gluten-free, low-carb substitute for regular rice, and a healthy way to add nutrients to meals. You can eat cauliflower or vegetable rice as a separate side dish or add other vegetables and proteins to create a complete meal.

The Farberware Rice-n-Slice is easy to use. Place it on a flat surface and lightly press to secure the suction feet; this means you won't have to hold the bowl when you chop. Slip the blade over the center of the 7.5-cup capacity bowl and add vegetables. Cover, attach the pump mechanism, and slide the green switch. Pump until your vegetables are crumbled to the desired size, then you can sauté or steam your vegetable rice.

The clear bowl snaps out of the base for easy cleaning. A perfect gadget for healthy eating, the Farberware Rice-n-Slice Vegetable Ricer has a suggested retail price of \$24.99.

###

ABOUT LIFETIME BRANDS, INC

Lifetime Brands is a leading global provider of kitchenware, tableware and other products used in the home. The Company markets its products under well-known kitchenware brands, including Farberware®, KitchenAid®, Sabatier®, Amco Houseworks®, Chef'n®, Chicago Metallic™, Copco®, Fred® & Friends, Houdini™, KitchenCraft®, Kamenstein®, Kizmos™, La Cafetière®, MasterClass®, Misto®, Mossy Oak®, Swing-A-Way®, Taylor® Kitchen, and Vasconia®; respected tableware and giftware brands, including Mikasa®, Pfaltzgraff®, Fitz and Floyd®, Creative Tops®, Empire Silver™, Gorham®, International® Silver, Kirk Stieff®, Rabbit®, Towle® Silversmiths, Tuttle®, Wallace®, Wilton Armetale®, V&A®, and Royal Botanic Gardens Kew®; and valued home solutions brands, including Bombay®, BUILT NY®, Taylor® Bath, and Taylor® Weather. The Company also provides exclusive private label products to leading retailers worldwide. The Company's corporate website is www.lifetimebrands.com.