


 BELLA

Born in the USA Bella Brand set to Launch In the UK Bella Brings a Breath of Fresh Air to UK Small Kitchen Appliances

Bella, already a leading brand of small electrical kitchen appliances in the USA, is today launching its innovative and chic designs into the UK market. Without doubt, it is the Millennial consumer, who is tech-savvy, attracted to colour and contemporary design, that has inspired the success of the Bella brand in the USA, differentiating itself from the competition. Bella's Brand identity is '*genuine, playful, social and bold*' – and now, it plans to bring that philosophy to a range of UK products, offering consumers a '*Bella Lifestyle*', including innovative products, with great features and colourful designs – making the kitchen a fun place to cook and entertain.

This contemporary, fashion-focused, product collection, initially featuring Kettles, Toasters, an Espresso Maker and High Power Whole Fruit Juicer, in either a striking Red and Chrome or Black and Chrome finish, will ultimately offer consumers excellent product choices and an array of fashion colours, bringing head-turning style and great design into the kitchen.

Using its expertise within the small electrical appliance industry, MPL Home will be Marketing and Distributing the new Bella range in the UK. *"We are delighted to*

be launching the new Bella brand of innovative, time-saving and stylish products which we believe will be a welcome addition to the UK small kitchen appliances market" says Paul Rosen, CEO of MPL Home. *"Bella is all about successfully combining good looking products with great features and this exciting new range promises to deliver that and more, making the kitchen a more exciting place to be."*

"We also want consumers to get to know Bella - we want to actively engage with them. So, the brand will be supported by a consumer centric digital campaign to reach out to its target audience, using a variety of creative, fun and informative ways."



Bella Linea Kettle

Sleek and funky, the new Linea Kettle with its stylish textured stainless steel metallic finish – and available in Red or Black - instantly brings a touch of glamour to the kitchen. Energy efficient, the Bella Linea Kettle with its 2.2Kw element, uses a third less energy than other kettles, whilst still offering great performance. A 360° swivel base also means it's ideal for right and left-handed users. And, it's also quieter, so you really can chat over that cuppa. RRP £54.99

Bella Linea 4-Slice Toaster

The Bella Linea 4-Slice Toaster not only looks smart with a new take on an iconic look, but also produces great toasting results every time. It also boasts some great features that provide more than just traditional toast: its extra wide slots, with self-centering guides, allow perfect toasting of today's breakfast items, whether it's crumpets, pancakes, or English muffins. There is also a choice of a striking Red or Black with stainless steel combination to perfectly co-ordinate with the Linea Kettles. RRP £59.99.

Bella Espresso Coffee Machine

This smart new Espresso Coffee Machine makes a great addition to any coffee lover's kitchen. Compact and sleek,

this coffee machine allows anyone to become their own Barista and comes in a stylish Red and stainless steel combination, to co-ordinate beautifully with the new Bella Kettle and Toaster range. There's a host of great features that will produce double or single shots of espresso, deliciously frothy cappuccino, or even a frothy hot chocolate nightcap. RRP £74.99.

Bella Chrome High Power Whole Fruit Juicer

Juicing is on-trend and time-starved consumers will love how this powerful 1000W Bella Juicer takes whole fruit without pre-chopping. So, whether it's a juice to go first thing, or an array of party Mocktails for friends, this High Power Whole Fruit Juicer is guaranteed to make juicing fun - and is so easy to use. Its stylish chrome design, with fewer parts and smooth rounded surfaces also makes it easy to clean. RRP £149.99.

The Bella product collection will initially be exclusively available in Argos stores for Autumn/Winter 2014. New product launches are set to follow in early 2015, to further enhance the Bella range and build on its success.

Watch this space...

- MPL Home produces and markets a wide range of leading home electrical and haircare products, together with a wide range of home furnishings.

Visit www.mplhome.com for more information.

Note to Editors:

- For further information, images, or product loan please contact Dianne Kenyon at dk@diannekenyon.com or **07891 225 352**.
- The Bella brand (part of the MPL Home Group) includes a range of innovative, time-saving electrical kitchen products that are both great to look at and fun to use. Find out more at www.bellahousewares.co.uk, twitter.com/bellalifeuk, facebook.com/bellalifeuk, pinterest.com/bellalifeuk, instagram.com/bellalifeuk.



Striking Good Looks – Great Features!

Spruce up your kitchen with the stylish new Bella Linea Kettle – bringing an instant fashionable makeover to those busy kitchen worktops! If you're looking for an **energy-efficient, quiet boil Kettle**, then look no further. This **high performance kettle** (part of the new Bella Collection) not only delivers big time, but is also guaranteed to become a hot topic of conversation in the kitchen fashion stakes!

That favourite cuppa first thing, just got a whole lot more attractive! **Sleek and trend-setting, the new Linea Kettle uses a third less energy**, yet still offers high performance – and with its **stylish textured stainless steel metallic finish**, instantly brings a touch of glamour to your kitchen. This stylish kettle is **perfect for left or right handed users too and, as it's quieter**, you really can enjoy a chat over that welcome cup of tea!

The Bella Linea Kettle also boasts some really handy features, including: **A quiet boil 2.2Kw element; a 360° swivel base for cordless use** – which also makes it perfect for left or right-handed users; a **hinged lid and an easy pour spout with removable washable water filter for easy cleaning**; plus an easy-to-read water level indicator. In fact, the Bella Linea Kettle has everything you could wish for when it comes to a high performance kettle, with good looks into the bargain!

Even better, there's a striking Red or Black with stainless steel combination to choose from – so, whether you're grabbing that first welcome cuppa of the day, or catching up with friends over a favourite fruit or herbal tea – your Bella Linea Kettle will look good any time of day and is sure to turn heads!



Products from the new Bella range are currently available exclusively from Argos stores.

Stainless Steel Kettle (Red or Black)	RRP £54.99
Matching Four-Slice Toaster (Red or Black)	RRP £59.99
Espresso Coffee Maker	RRP £74.99
High Power, Whole Fruit Juicer	RRP £149.99



A Toast to the Best thing since Sliced Bread!

If you're craving that perfect slice of toast, then the new Bella Linea Four-Slice Toaster (part of the new Bella Collection) is an absolute must, **achieving great toasting results every time**. Designed to toast to perfection - whether it's for that warming slice of toast first thing, or a quick snack any time of day, this **high performance four-slice toaster also looks smart, with its chrome and metallic painted sides adding an eye-catching fashionable finish**.

Your new Bella Linea Toaster will make more than just that perfect slice of traditional toast, too. Its **extra wide slots, with self-centering guides**, means you can toast your favourite delicious **crumpets, pancakes or English muffins**. And there's even a handy **bagel setting** - ideal for a snack, or a delicious quick meal! And with up to four slots to use, the new Bella Linea Toaster is guaranteed to keep your guests happy with their favourite quick snack.

Bella Linea Toaster features include: Four extra wide slots and self-centering guides for even toasting; a high lift feature for easy removal of your favourite slice of bread; handy **illuminated buttons for bagel, defrost and cancel** features; plus a precise browning dial with reheat setting.

With its high lift lever to remove artisan bread, and the 2/3 size Gluten-Free bread, the new Bella Toaster is also **ideal for those who need to follow a Gluten-Free diet** and need a second toaster to avoid cross contamination.

Choose from a striking Red or Black to co-ordinate beautifully with your Linea Kettle - for the perfect matching couple!



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NEW BELLA HIGH POWER WHOLE FRUIT JUICER

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Juice Therapy!

Life's just too short to chop fruit, so the new Bella High Power Whole Fruit Juicer is an absolute must, when it comes to 'the nutrition delivered how you want it' stakes. You can make your juice to go first thing in a jiff as this **high powered juicer takes whole fruit effortlessly**, delivering that much needed juice fix, fast. Or, why not have fun creating that alternative liquid lunch with friends, not to mention a whole host of party Mocktails to impress your guests! Its stylish chrome design also looks great on the kitchen worktop and, with **fewer parts and smooth rounded surfaces, is so easy to clean.**

Great Features

This powerful Whole Fruit Juicer boasts a **1000-watt motor** to breeze through a whole host of your favourite juicing recipes in minutes. An **extra wide feed chute** takes whole fruit and vegetables – **a great time saver!** You can also choose from **two speeds; one for hard and one for soft fruits.**

Other features include: **a removable 2 litre capacity pulp container; an easy pour 1 litre juice container with froth separator; a stainless steel filter and blade unit for great juicing results; a food pusher; a clear juice cover; a High/Low/Off dial; and safety locking arm** (the High Power Whole Fruit Juicer will not operate without the juicer cover and safety locking arm in place).

Try these Juicing Tips!

We've compiled our top tips for getting the most from your juice extractor:

- If your Juicer has a pulp bin, line it with a bio-degradable bag or waste bag. It saves washing the pulp bin and the waste can be collected and transferred into the compost or waste bin easily.

- Fill the chute with produce before starting the machine.
- When the motor is running (machine is started), plunge the produce down half way and then keep topping up the produce – continue to juice like this until you've juiced everything needed to make the juice.
- Always juice pineapple at the end. Some soft fruit, such as pineapple, do not juice well as the fibres can block the filter – so it's always best to juice these last.

Easy Cleaning

Cleaning Juicers can be tiresome, but this high performance Juicer not only makes juicing **faster and easier**, its design makes it one of the easiest to clean. Parts have smooth round surfaces to ensure less food is trapped in the lid and all **removable parts can be quickly rinsed after use** and the motor base quickly wiped clean, ready for use again.



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Give your Day a Boost with a Delicious Coffee Shop Style Espresso!

A really good cup of coffee has to be the right way to start the day, or finish any good evening. And Bella certainly has the line 'would you take me home if I told you I can make a mean espresso' covered with its new Espresso Maker. Now, you really can be **Queen or King of the Baristas**, whether it's a double or single shot of espresso, a deliciously frothy babycino, or even a frothy hot chocolate nightcap!

Bella Espresso Coffee Machine

This smart new Espresso Coffee Machine makes a great addition to any coffee lover's kitchen. **Compact and sleek**, this mean machine comes in a stylish Red and stainless steel combination, to co-ordinate beautifully with the new Bella product collection. There's also a host of features to guarantee great performance and authentic tasting coffee every time, including a **15 bar pressure pump**; a **removable 1.2 litre water tank** – enough to make endless cups of your favourite coffee drink; a **three function control dial – coffee/standby/steam**; a single and double cup stainless steel filter; a **swivel steam wand** for thick frothy milk; a **cup warming plate**; plus a **removable tray for easy cleaning**.

Be Your Own Barista!

If it's a shot of espresso you need, then for optimum results, simply pre-heat the machine, add your favourite ground coffee to the filter and pop your cup under the filter holder. When the thermostat indicator light turns green turn the control dial to the cup symbol – your espresso will be dispensed topped by an authentic crema.

If it's a delicious cappuccino or latte you crave, simply make your espresso as usual, then using the steam frother, top it with a gorgeous dollop of creamy, frothy milk – plus a sprinkle of chocolate or cinnamon to finish it off!

If you're looking for a convenient way of making your favourite coffee drinks at home, then the new Bella Espresso Coffee Machine fits the bill perfectly, offering great value at £74.99.



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