

## **Newsletters** (for illustrative purposes only)

Monthly emailed newsletter for *KitchenWiz* – a hypothetical company that produces kitchen appliances.

Three story ideas:

### **1. The best kitchen gadgets for weight loss and healthy eating.**

Whether you're hoping to lose a few pounds in 2023 or just wanting to kickstart a healthier lifestyle, *KitchenWiz* gadgets can help you stick to your new year goals.

*KitchenWiz* gadgets make cooking easier and quicker, so there's no need to order a take-out or opt for a big bowl of cereals.

The right kitchen gadgets can really simplify your home cooking. Let's take a look at some of the *KitchenWiz* gadgets that will help you to shed those excess pounds.

#### **1. Electric Pressure Cooker**

This is the perfect gadget for those with no time to cook. You can prepare your dinner in advance or cook your meat and vegetables in a flash. To prepare in advance, just load up the pressure cooker with your ingredients and set the timer. What could be easier than that?

#### **2. Mandolin Slicer**

Do you get tired of chopping vegetables for snacks and salads? Then the mandolin slicer is just for you! You can choose three different thicknesses for your veg and it cuts as easy as melted butter. It's dishwasher friendly as well.

Click [here](#) to claim your 30% discount on either of these products. (Online newsletter).

### **2. Interview with Jay Rayner on his favourite go-to kitchen gadget.**

This month we have the pleasure of welcoming top chef Jay Rayner to our celebrity column. He talks about which kitchen gadget he couldn't live without.

KW: Thank you for agreeing to be interviewed for our *KitchenWiz* column today. Would you mind telling our readers and customers which kitchen gadget you couldn't live without and why?

JR: *Thanks for inviting me! First, I'd like to say that a good kitchen gadget can make your food taste much nicer. I think a kitchen gadget needs to have a feel of adventure about it as well. For me, I think a nice toolbox for shellfish is my gadget I couldn't live without. I get that feeling of satisfaction when I wrap a pair of serrated-edged shellfish crackers around a crab claw. Who wouldn't?! You have to work to get at your food and that's what makes it interesting.*

KW: Are there any other innovative gadgets that you would like to see in our kitchens in future?

JR: *Well, perhaps a self-cleaning hob!*

KW: We'll see what we can do.

To claim a discount on shellfish toolboxes click [here](#).

### **3. The best kitchen gadget of 2022 as voted by our consumers.**

Earlier this year *KitchenWiz* launched some market research to find out which gadget was the most popular in the kitchen. In this month's newsletter we share the results with you.

The kitchen gadget that came out top in our research was the **Air fryer**.

85% of participants who took part in the research said that this was by far the best gadget that they had ever bought. When asked why this gadget was their favourite choice, they replied that it was a healthier alternative to traditional deep-fat fryers. Most participants revealed that health was a key factor in the kitchen these days.

When asked about the key features which led them to buy an air fryer, participants mentioned the large capacity of air fryers and the possibility to cook for large numbers of people.

Another key feature that led participants to choose an air fryer was the dishwasher-proof parts that helped save on cleaning time.

Many also revealed that the digital timer was a key feature when choosing to buy.

If you want to continue the trend into 2023, then you can buy a discounted air fryer from *KitchenWiz*. Just click [here](#)!