

Tesco Introduces Tefal's WiKook



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Author: [Tesco](#)

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Tesco has announced it is to introduce the WiKook cooking pot from Tefal to its shelves this spring.

The scientists at Tefal are set to revolutionise the way people cook as they launch the innovative WiKook, the first ever fast cooker that cooks food up to 25% faster than any other traditional [cooking pot](#).

When closed, the patented Tefal Power Lid locks in heat to accelerate cooking, almost working as a [pressure cooker](#). All customers need to do is simply add the necessary ingredients to the pot, lock in the Tefal Power Lid, turn on the heat and when the time is done have a perfectly cooked meal for up to four people.

The [Tefal WiKook](#) fast cooker prepares food at such speed that it retains more vitamins and nutrients for healthier meals. Those who use the new pot can make varied recipes using fish, pasta, meat, rice, soups and even desserts. It also uses 25% less energy than a traditional pot, therefore helping customers to save money on annual gas bills.

Tefal's WiKook fast cooker is expected to appeal to busy mums and professionals who don't want to compromise on taste, and want a healthy meal in a short space of time. The Tefal WiKook fast cooker fuses speed and ease in all aspects of cooking so it is a fast cooker by name and by nature.

With its thick aluminium base, the Tefal Wikook fast cooker guarantees even heat distribution and evenly cooked ingredients. It is suitable for

all types of hobs, including induction. The Tefal inner and outer non-stick coating also ensures easy cleaning.

The Tefal WiKook fast cooker will be available from [Tesco](#) in early Spring and comes with a recipe book.

Customers can visit the Tesco website for more details.

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About

Tesco plc, a UK-based international grocery and merchandising retailer, is Britain's largest supplier and the world's third largest grocery retailer, by both global sales and domestic market share. Founded as a food specialist in 1929, Tesco has now expanded into diverse areas such as flowers, books, music, clothes, gifts, telecoms and even baby buggies. The company employs over 250,000 people, operates 1,779 stores across Europe and Asia and serves over 15 million customers.

Tesco:

For further information please contact:

Hayley Simpson
Tesco Corporate & Legal Affairs
New Tesco House
Delamare Road
Cheshunt
Herts
EN8 9SL
01992 644645
www.tesco.com

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