



Tupperware® SmartSteamer

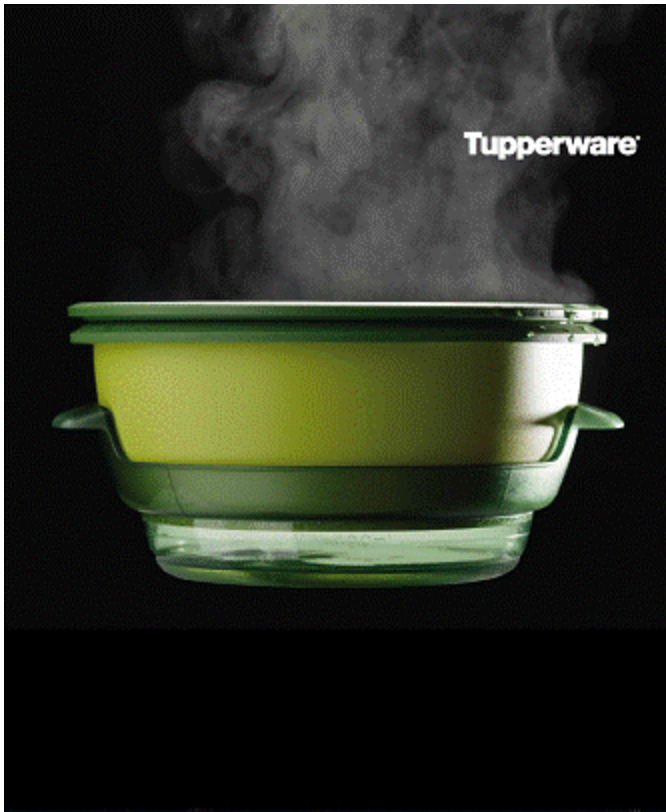
“Hot & Steamy”

GENERAL INFORMATION

- **Product Name:** Tupperware® SmartSteamer
- **Category:** Microwave
- **Status:** Core Line
- **Guarantee:** Limited Lifetime Guarantee
- **Competition:** None
- **Color:** Basil, Moss & Guacamole
- **Positioning:** “Hot & Steamy” Tupperware® SmartSteamer.
 - New, breakthrough, innovative, solution to steaming in the microwave in an easy, fast, tasty and healthy way.
 - Sustainable alternative to traditional steamers.



KEY MESSAGES



- **Fail-safe, easy to use**
- **Breakthrough innovation** in microwave-steaming technology.
- **Steams everything** from vegetables, to tofu and fish.
- Eat **healthy, tasty** food.
- **Save money** on energy versus traditional stove steaming.
- **Sustainable** for the environment (save energy and lasts a lifetime).

PARTS FEATURES & BENEFITS

1



Cover

Two tabs allow for safe handling of the cover after steaming.
Specific & unique design shields the food from microwaves, for authentic steam cooking.

2



Colander

Designed specifically for stack-steaming, in particular delicate and soft foods.

3



Steamer Base

Base is perforated to allow steaming process.
Specific & unique design shields the food from microwaves, for authentic steam cooking.
Idea for steaming any type of food.

4

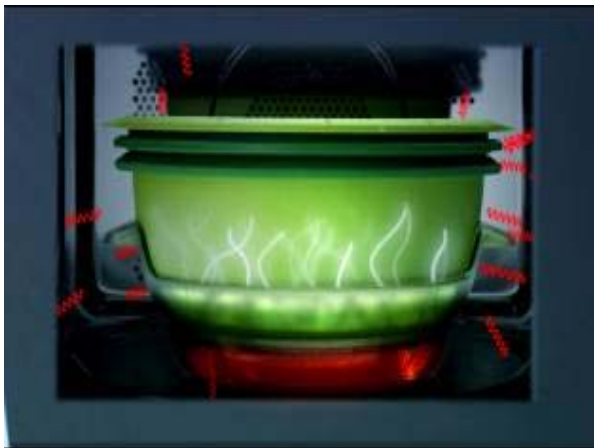


Water Tray

Two handles allow for safe handling after steaming.
Minimum filling line indicates the exact amount of water to pour in the Water Tray before steaming (1 ³/₄-cup/ 400 mL).

HOW IT WORKS

- The Steamer Base and the Cover have an inner shield not permeable to microwaves, so the microwaves bounce back to be directed to the water in the Water Tray.
- The water in the Water Tray turns to steam which goes through the bottom of the Steamer Base.
- The steam then cooks the food placed in the Steamer Base and the optional Colander.



SMARTSTEAMER FEATURES & BENEFITS

- Very **easy to use**: fill water, place food, stack, steam – for extraordinary & gourmet results.
- **Truly steams** all types of food in the microwave oven.
- **Steams from fresh or frozen** vegetables & fruits without altering the look or texture.
- Ideal to **soften skin** before peeling.
- Colander is suitable for **serving** on the table when placed on reversed Cover.
- **Keeps food warm** – leave hot water in Water Tray, or pour warm water to avoid prolongation of cooking process (advisable for green vegetables) – keeps food warm for up to 30min.
- Colander allows **stack-steaming** and preparing an entire meal all at once.
- **Flavor your dishes** by adding spices, herbs, to the water in the Water Tray. DO NOT add or substitute water with low fat stock, essential oil or wine.
- **Saves space** compared to electric steamers.
- **Safe** to manipulate and carry.
- **Easy to clean**; dishwasher safe.

BENEFITS OF STEAMING FOOD

Steaming as a method of cooking is thought to pre-date the discovery of fire, when foods were steamed over hot springs or stones. Asian cooking has always used steaming as a main cooking method, both for health reasons and because ovens are rare.

Efficient Cooking

- Vegetables cook faster.
- No need to use oil as you would have to if you roasted vegetables.
- Easier washing up as no saucepans is required.

Wellness Cooking

- Steaming allows cooking any type of food and is a well-known method for fat-free cooking. It also retains nutrients, fatty acids minerals and vitamins.
- Steaming does not mean bland cooking. The colors are more vibrant, the texture stays firm, the natural flavors are better preserved and the herbs or condiments can develop their aroma fully. Add herbs or spices to the water to add a specific taste. You can also accompany your meals with sauces for a richer taste.
- Steaming is perfect for the whole family – and a great way to introduce vegetables to children who will appreciate the festival of authentic colors and tastes on their plate.

FIELD TESTING COMMENTS

Benefits put forward by consumers who have had the opportunity to test the SmartSteamer:

- *Great idea!*
- *Homogeneous cooking.*
- *(Re-)experience the true taste of food.*
- *Food keeps original colour, texture.*
- *Can have vegetables al dente.*
- *Perfect for specific diets: i.e. no salt, low fat.*
- *Not much clean up.*
- *Takes little space.*
- *Easy to manipulate even with hot water, feels safe, easy to carry.*
- *Can do other things in the meantime.*

FIELD TESTING COMMENTS

“My favorite Tupperware product so far!”

“You can discover the real taste of food”

“I can no longer live without the product!”

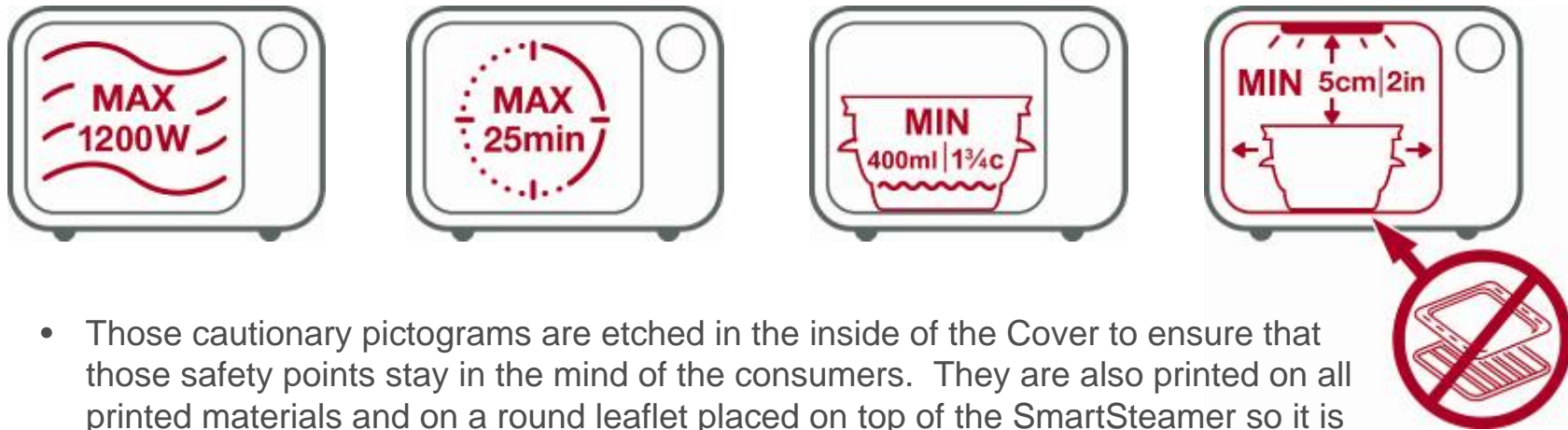
“Foods have more savor and taste – a discovery for children!”

“Super easy to use, even for people who don’t know how to cook in the microwave.”

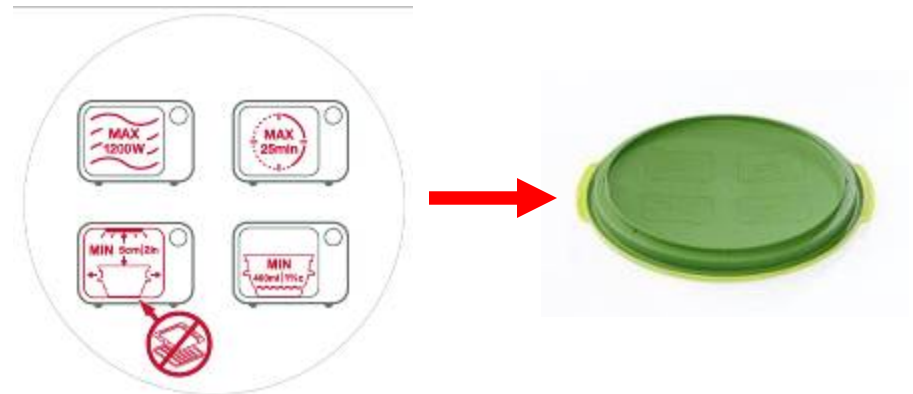
“My children even enjoyed eating the vegetables!”

SAFETY & CAUTION

- Cooking in a microwave oven requires special precaution: make sure to read and respect the caution points in the leaflet and demoguides.



- Those cautionary pictograms are etched in the inside of the Cover to ensure that those safety points stay in the mind of the consumers. They are also printed on all printed materials and on a round leaflet placed on top of the SmartSteamer so it is the first thing consumers see when they receive the product.



SAFETY & CAUTION

- Fill the Water Tray to the 1¾-cup/400 mL fill line!
 - Ensure all parts are assembled correctly to obtain optimal results.
 - Set the microwave power on high (Max. 1,200 watts).
 - Do not steam for more than 25 minutes.
 - Let stand for 5 minutes after steaming.
- The SmartSteamer is suitable for use only in the microwave. Do not use in the conventional oven and make sure to set multi-function ovens to “microwave only”.
 - Always ensure the Water Tray (4), Steamer Base (3) and Cover (1) and optional Colander (2) are correctly assembled. Never use the Colander (2) without the Steamer Base (3).
 - Always pour cold water into the Water Tray (4) and ensure it never goes empty. Make sure to fill to the 1¾-cup/400 mL fill line.
 - For subtle flavor, you can add spices or herbs to the water but never replace the water with wine, syrup, oil, juice, soup or fatty stock.



SAFETY & CAUTION

- Place the product **at least 2”/5 cm away** from the **walls & top of the microwave**.
- **Do not exceed 1,200 Watts**. If you are not sure of the power of the microwave you are using, refer to your owner’s manual or follow this simple test. In your microwave using 100% power, boil one cup (8 oz./ 250 mL) of room temperature water (approximately 75° F/24° C).
 - If your microwave oven is 900 watts or less, the water will boil in more than 2 minutes.
 - If your microwave oven is 900-1,200 watts, the water will boil in 1:35 to 2 minutes.
 - If your microwave oven is over 1,200 watts, the water will boil in less than 1:35 minutes. If that is the case, **DO NOT** use the SmartSteamer!
- **Do not cook for more than 25 min at a time**. Let the product and the microwave oven cool down before re-using.
- Do not overfill the Steamer Base (3) or the Colander (2) and **ensure the Cover (1) is closed properly**.
- **Never** leave the product **unattended** while cooking.
- Product and content will be hot after steaming. **Always use oven gloves** and **lift** the product by the **handles** of the Water Tray (4). **Always remove the cover away from yourself** using the two integrated handles.
- Be careful when pouring out the remaining hot water from the Water Tray (4).
- **Always use a trivet** under the product to **protect your table**.
- Use **only plastic tools** to avoid scratching.

CLEANING THE SMARTSTEAMER

HOW TO CLEAN YOUR TUPPERWARE® SMARTSTEAMER:

- Clean the product thoroughly after each use in the dishwasher or with a non-abrasive sponge.
- Some staining may appear but this will not affect the performance of the product. It is recommended not to use staining spices such as curry to avoid discoloration.
- To remove the mineral deposit that can be left from water in the Water Tray (4), boil white vinegar in a pan and pour in the tray (4), let stand for 30 min, pour out and scrub with a non-abrasive sponge or brush.

STEAMING GUIDELINES

Steaming food in the SmartSteamer is easy. For optimal results, follow these guidelines:

- Choose ingredients that can be steamed, preferably of the season as they will contain more vitamins if freshly picked.
- Frozen ingredients are a good alternative to fresh produce as they have high nutritional qualities. You can steam straight from frozen by adjusting cooking time (avoid thick sections).
- Ensure there is some **space in between foods** to allow the steam to circulate.
- **Thicker** foods may take **longer** to steam. For best results ensure all pieces are of similar size.
- **Trim** the **thick stems** off cabbage, cauliflower and broccoli.
- **Marinating** fish or meat prior to steaming or adding toppings such as condiments, seasoning or sauces will significantly enhance their appearance and flavour.
- Place a **leaf of lettuce under** the **fish** for easier cleaning of the tray.
- Let stand for at least 5 minutes after cooking. Leave the Tupperware® SmartSteamer closed until serving to keep the food warm. If you wish to stop the steaming process - recommended for green vegetables - pour out the remaining hot water.
- **Whenever** you stop the microwave to **verify** the **cooking**, **check** the **water level** in the Water Tray (4) to ensure it is still at the 1 ³/₄-cup/400 mL line and add 1 minute of cooking time to allow the water to steam again.
- **Eggs in the shell, rice, pasta, pastry or crispy foods** are **not suitable** for steaming in the Tupperware® SmartSteamer.