

## **FOR IMMEDIATE RELEASE**

The logo for Fisher & Paykel, featuring the brand name in a white, italicized serif font on a black rectangular background.

### **FISHER & PAYKEL SPICES IT UP IN NAPA VALLEY**

*The Company Announces A Delicious Partnership With Cheryl Forberg, RD*

HUNTINGTON BEACH, Calif. - (October 4, 2011) – Fisher & Paykel is thrilled to announce the company’s collaboration with Cheryl Forberg, the Nutritionist for NBC's *The Biggest Loser* and a James Beard Award-winning chef. The appliance manufacturer is helping Cheryl create the chef’s ideal kitchen by exclusively providing its top-of-the-line appliances for her Napa Valley farm home. The Flavor First® kitchen will be Cheryl’s vehicle for creating new recipes, cookbooks, and other products.

Fisher & Paykel embarks on this collaboration with a complete outfitting of Cheryl’s kitchen with the most innovative appliances the company has to offer, including CoolDrawers, DishDrawers™, a 36” Gas Cooktop, and similar state of the art equipment, all fit for the master of the healthy kitchen.

Other noteworthy elements of the collaboration include: social media interaction, exclusive recipes for Fisher & Paykel’s fans, cooking events, fun promotional giveaways, and more!

“Cheryl’s brand weaves perfectly into the fabric of the Fisher & Paykel brand,” says Fisher & Paykel’s Marketing Manager, Scott Davies. “Her outlook on using fresh, natural ingredients in her kitchen felt like an organic fit for our company.”

#### **ABOUT CHERYL FORBERG**

Cheryl Forberg's mantra is *making healthy, sexy*. As a registered dietitian *and* a professionally-trained chef, Cheryl developed and now utilizes a rare and unique skill set for her clients' benefits.

Cheryl is *the* go-to source for healthy cooking. She is a sought-after keynote speaker and spokesperson, and a New York Times bestselling author. In all media formats, Cheryl's expertise and delivery are lively, entertaining, and informative. *Flavor First*, Cheryl’s most recent book, reveals the cooking and weight-loss secrets she shared during 12 seasons with *The Biggest Loser* where she has helped contestants transform their bodies, and their lives.

Cheryl lives in Napa, California, where she recently added the role of *urban farmer* to her professional repertoire.

#### **ABOUT FISHER & PAYKEL APPLIANCES**

Fisher & Paykel Appliances is a global company best known for its innovative DishDrawer™ dishwasher. Fisher & Paykel designs, manufactures, and markets a range of innovative household appliances developed with a commitment to technology, design, user friendliness, and environmental awareness.

Fisher & Paykel Appliances has manufacturing sites located in Auckland, New Zealand; Rayong Province, Thailand; Ohio, USA; Reynosa, Mexico; and Treviso, Italy.

Fisher & Paykel and DCS products are sold, directly or via distributors, to approximately 5000 dealers in the United States and Canada. Further details on Fisher & Paykel Appliances are available on their Web sites.

To find out more about Fisher & Paykel, please contact your local Fisher & Paykel dealer. You can also get more information at [www.fisherpaykel.com](http://www.fisherpaykel.com) or call us toll free at 888 936-7872.

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