



FOR IMMEDIATE RELEASE

Contact: JB Cumberland PR, (646) 230-6943

Lori Jung, [ljung@jbcumberland.com](mailto:ljung@jbcumberland.com)

**iSi WHIPS UP A BLOW OUT PARTY  
TO INTRODUCE THE NEW “CREATIVE WHIP”**

**NEW YORK, June 9, 2009** -- iSi North America recently threw a festive bash, suggestively and appropriately titled ***Sugar & Whips***, to celebrate the official launch of the brand new **iSi Creative Whip**. Held at the Astor Center in partnership with Citysearch, the event featured sumptuous desserts, all made using an iSi whipper, by NYC's hottest pastry chefs including Dominique Ansel of *Daniel*, Heather Bertinetti of *Convivio*, *Alto*, and *Marea*, Johnny Iuzzini of *Jean Georges*, Michael Laiskonis of *Le Bernardin*, Robert Truitt of *Corton*, and Nancy Olson of *Gramercy Tavern*, with a signature carbonated cocktail by David Arnold of *The French Culinary Institute*.

In addition to sweet offerings and sparkling refreshments, guests sampled savory creations made using the new **iSi Creative Whip** and were entertained with a musical interlude by 7-foot tall pastry chef Martin Howard moonlighting as Chocolatina, “Queen of the Dessert.” With over 60 members of the media in attendance from outlets including **Food & Wine, Martha Stewart Living, SELF, Rachel Ray, People**, and many more, ***Sugar & Whips*** was a wild success, already sparking editorial coverage for the new iSi whipper. After the Press Preview and VIP party, the Astor Center opened its doors to a sold-out crowd of 150 paid attendees.

The iSi Creative Whip, designed specifically for home chefs, introduces the latest in a full line of high-quality products for professionals and consumers. The versatility and multifunctional applications of the Creative Whip enables it to effectively replace the need for any other kitchen appliance designed to whip.

Rick Agresta, President & CEO of iSi North America says, “If you can dream it up, you can whip it up.” Rick is available for interviews. Photos are available upon request.

The Creative Whip is currently available to retailers. To learn more about the iSi System, call (800) 477-2426 or visit [www.isinorthamerica.com](http://www.isinorthamerica.com).

*iSi Group, the world's largest manufacturer of high-quality cream and food whippers, soda siphons, and their respective chargers, was founded in Vienna in 1811. Since the launch of their US subsidiary in 1977, iSi North America continues to charge the way as an innovator in kitchen tools and products with the addition of their silicone-based Basics line. For light desserts, creamy sauces, sparkling refreshments, and the freshest whipped cream, the iSi System makes it possible for home chefs to achieve professional quality results with ease. To learn more about the iSi System, call us at (800) 477-2426 or visit us online at [www.isinorthamerica.com](http://www.isinorthamerica.com).*

###