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## **BACKGROUND**

### **OXO Company Launches Revolutionary Cake Cutter and Server**

The Cake Cutter and Server combo is another ingenious product to meet cake lover's needs. With this tool, users can cut and serve cake in a single stroke. It is shaped a certain way so users don't have to touch any of the cake. If a consumer squeezes it enough, the cake stays within the cutter until they would like to serve the cake.

#### **A Time Saving, Sanitary Tool**

The Cake Cutter and Server saves users time, energy and it's sanitary. It is estimated that people spend roughly five hours a week simply washing dishes. That's almost 286 hours a year spent washing dishes. The Cake Cutter and Server will save consumers time during those hours of washing dishes because it is a two in one deal. Instead of having to wash a knife, a serving utensil and any other silverware necessary to serve cake, cake lovers only have to clean this one tool.

The Cake Cutter and Server also saves so much energy and it's convenient. It does all the dirty work for users. It cuts each piece into a perfect shape and size without even having to think about it. Having to use a knife to cut the cake and then use a serving utensil to serve it takes too long. With the Cake Cutter and Server, consumers will save their time as this tool takes half the time it takes to cut with a regular knife.

There are roughly 1,500 bacteria living on each square centimeter of the skin on our hands. While some bacteria are good for us, some of the external germs we pick up can cause infections and health concerns. The Cake Cutter and Server can save users from putting some of those bad germs into their bodies. With the Cake Cutter and Server, there is no need to put fingers on a slice of cake to help serve it because the tool does that for consumers.

## **The Cake Cutter Inventor**

One of OXO Companies greatest content creators, Dillon Larsen, came up with this revolutionary idea to make such a simple yet effect utensil. Growing up as a kid, Larsen hated cutting and serving the cake yet his parents would always make him do it. After many years of struggling to cut the perfect piece and managing to get almost every finger on each piece he cut, he came up with the brilliant idea of a cake cutter and server. His thought was to make it so no one would have to struggle any more to cut the perfect slice of cake. Larsen also wanted it to be much more sanitary for people and he wanted to save people time. He knows that almost everyone loves cake and the worst thing is when all cake lovers want to do is eat the cake, but they have too wait until it is all cut up. With this utensil, the wait time is cut in half. Larsen pitched this idea to the OXO CEO Larry Witt and he instantly fell in love with it.

## **More About the Cake Cutter and Server**

The Cake Cutter and Server is made up of stainless steel and it is silver. The basic Cake Cutter and Server is 25 cm long and five cm wide. But, the Cake Cutter and Server does come in smaller and larger sizes too because cakes come in all different shapes and sizes. The Cake Cutter and Server is only \$10.99. It is sold online at [www.OXOcompany.com](http://www.OXOcompany.com) or in store.

## **About OXO Company**

The OXO company has been in business since 1990, founded by Sam Farber. He noticed that his wife, Betsy, who suffered from arthritis, was struggling to grip kitchen tools, so he saw this as an opportunity to create more comfortable cooking tools. The first OXO Good Grips kitchen tools were introduced in 1990 at the Gourmet Products Show in San Francisco, California and took off from there. Farber ended up selling OXO to General Housewares Corporation in 1992. In 2000, General Housewares was acquired by World Kitchen LLC and then in June 2004, Helen of Troy Limited bought OXO, who are currently the owners. OXO offers over 1,000 products, covering multiple areas of the homes from kitchen tools, household cleaning tools, baby and toddler products, bath cleaning tools and accessories, office products and many more.

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