

May 21st 2013

【Shop Japan】
New addition to the Magic Bullet series
that has sold over 2 million in Japan
Baby food blender, “baby bullet”!!

Oak Lawn Marketing, Inc. (HQ: Higashi-ku, Nagoya President & CEO: Harry A. Hill, Operations: three shopping brands “Shop Japan”, “Hill’s Collection”, and “exabody”) will launch a new blender for baby food through “Shop Japan”, “baby bullet”, as an addition to the Magic Bullet series.

The Magic Bullet series, started debut at OLM in 2005 and has sold over 2 million* in Japan and 20 million** worldwide in March 2013. OLM is happy to announce that “baby bullet”, specially developed to make baby food, will be launched as a new addition to the Magic Bullet series. “baby bullet” is a product created for mothers who “wishes to feed a baby with fresh and handmade baby food”, or “wishes to make baby food in easy and fast way”.



* Based on the number distributed from August 2005 to March 2013

** Based on the number distributed from October 2003 to March 2013

■ Background

In America, there is a special event to celebrate the birth of a baby called “baby shower”, where friends and family bring numerous gifts for the mother and the baby. As a gift of “baby shower”, many people choose the “baby bullet”, in hopes that the baby will grow healthy and strong. OLM would like to spread the wish to even more people through the sales of “baby bullet”.

■ Features of “baby bullet”

Blades, motor, size, and design of baby bullet were specially designed to make baby food. The stainless steel blades spin about 19,500 times a minute, allowing you to make baby food in about 9 seconds. This allows you to make a week’s worth of baby food in a minute. You can adjust hardness of grinded ingredients in accordance with a baby’s growth, which allows you to use this product from your child’s infancy to early childhood. Moreover, in order to preserve precooked baby food, the baby bullet set has a mini cup with a special dial to keep track of date, and a silicon tray to keep a meal in freezer.

Silicon Tray

To keep precooked food in freezer. It allows you to store a small portion of meal.

Handy Cup

For blending, cooking, and keeping ingredients.

Cross Blade

To make vegetable/fruit paste, or rice porridge.

Flat Blade

Useful for grinding hard ingredients into powder. You can also use this for whisking.



Big Smile Bowl

To chop and mix a big ingredient or a large amount of ingredients at the same time.

Power Base

Place one of the cups onto the power base according to the location of switch, and simply press.

For safety purpose, it will not work unless you press the child lock.

Mini Cup with a Date Dial

To preserve and serve a meal. You can keep the track of expiration date by the data dial.



OLM continuously strives to provide services that meet every customer's need through various media forms to achieve its company vision of lifestyle enrichment.

【Product Specifications】

		
◆ Product Name	Magic Bullet Deluxe	baby bullet
◆ Price	¥9,800	To be determined ***
◆ Voltage	100V (50/60HZ)	100V (50/60 Hz)
◆ Wattage	200 W	200 W
◆ Size of Power Base	Height 170 × Width 112mm	Width 112 × Height 142mm
◆ Weight	About 1.1 kg (only the Power Base)	About 0.8 kg (only the Power Base)
◆ Cup Volume	Cup: (small) 350ml, (big) 570ml Blender Cup: 750ml Drink Cup: 530ml	Big Smile Bowl: 430ml Handy Cup: 160ml Mini Cup: 80ml
◆ Extension Cord length	About 1.3m	About 1.3m
◆ Product URL	http://www.shopjapan.jp/goods/MGT01	http://www.shopjapan.jp/goods/BBT01

*** Please see the product website for further details. <http://www.shopjapan.jp/goods/BBT01>

Oak Lawn Marketing is a media and branding company headquartered in Nagoya, Japan with offices in Tokyo and Sapporo along with local operations in China and the United States. Through its three virtual store fronts, Shop Japan, Hill's Collection and exabody it strives to enrich customer's lifestyle bringing them exciting products from around the world.

For more information, contact the PR Section at Oak Lawn Marketing, Inc.

TEL: +81-3-6746-0324 E-mail:pr@oaklawn.co.jp