

Breville trials appliances in the Breville Test Kitchen

Before a Breville kitchen appliance reaches the retailer's shelves, they are tried and tested in the Breville Test Kitchen. The kitchen tests hundreds of new products every year and also develops new recipes that Breville owners can try at home.

The rigorous Breville product testing process aims to ensure that every appliance meets the standards required by Breville. This testing process checks Breville appliances for:

- Meeting essential safety guidelines and regulatory requirements.
- Ensuring that appliances can perform under rigorous use.
- Cooking performance standards.
- Ease of use.
- Hassle free cleaning.

Michelle Thrift, Breville's Senior Home Economist manages and co-ordinates all the test projects in the test kitchen. Thrift leads her team to ensure that they stay in touch with current food trends and she



Breville puts its appliances to the test. L-R: Michaela Bauwens, Michelle Thrift, Eileen Mitchell and Pam Jones.

identifies opportunities for Breville to enter new product categories or improve existing product lines.

Thrift's role is not limited to testing appliances, her role involves providing essential recommendations, including feedback on how an appliance might need to be altered to improve its performance.

"Once an appliance is ready to be launched into the market, the test kitchen delivers product demonstrations to key retailer buyers as well as to Breville's marketing and sales teams," Thrift said.

"These presentations show the appliances' unique features, functionality and the consumer benefits they deliver. The team also oversees the writing and editing of appliance instruction booklets, the creation of tasty recipes as well as proofing advertorials and packaging," explained Thrift.

According to Breville, during 2008, the test kitchen team will provide invaluable feedback on appliance performance and play a pivotal role in Breville's ongoing design innovation.