

COLOUR AND ENERGY WITH THE SMEG 50'S RETRO STYLE CITRUS JUICER



Smeg launches its new **Citrus juicer** onto the market, further adding to the 50's Retro Style collection with this small domestic appliance, characterised by a strong identity, sinuous lines and superb performance and designed by Matteo Bazzicalupo and Raffaella Mangiarotti (deepdesign).

The Smeg CJF01 electric citrus juicer combines elegant design and superb performance with reliability. This really is a citrus juicer to show off, increasing the appeal of spending time in the kitchen and offering the sense of well-being which comes from savouring a delicious fresh citrus juice. With this small domestic appliance, Smeg confirms its dedication to aesthetics and functionality, creating true **icons of style** for those **little daily luxuries**.

Citrus juices are packed with energy and help to combat stress, tiredness and the malaise that sometimes accompanies the changing seasons. Freshly squeezed juices are bursting with vitamins, giving your health a real boost by kick-starting your defences and combating ageing. With the **Smeg** citrus juicer, the solution is simple: this small yet perfectly formed accessory provides sacred moments of peace and relaxation, either alone or with friends, through the simple pleasure of a healthy, refreshing juice.

The Smeg citrus juicer boasts gorgeous, curvy lines, and is available in a wide variety of colours: from pastel hues of cream, pastel blue, pink and pastel green which echo 1950s style to bolder, more passionate colours such as black and red, which evoke a sense of modernity and innovation. This juicer is a true *design piece*, and is perfectly at home in modern kitchen environments, which are increasingly used as multi-purpose spaces which combine technology with harmonious style.

A number of **cutting-edge features place this appliance at the top of its category**. The Smeg citrus juicer is equipped with a **powerful 70W motor** with integrated on-off sensor, complete with a **juice collector** and a **non-drip spout** which prevents spillages, keeping kitchen surfaces clean. The advanced functionality is complemented by the remarkable **ease of use and cleaning** - the juicer even comes with a cover to protect the appliance from dust when not in use (this can also be used as a container when the product is in use). In addition, all of the components of the citrus juicer are easily removable. The range is enhanced by high-quality materials which offer optimal safety, combining tradition and innovation - stainless steel and anti-corrosive materials are accompanied by TRITAN, an innovative material which does not release spores into the juice.

The **Smeg Citrus Juicer** is a small high-end domestic appliance which boasts superb style and guaranteed safety, remaining untouched by the passing of time and of trends.