

# VitaClay media highlights

## Wired magazine

VitaClay Smart Organic Multicooker

### Pot of Gold

Rating: 8/10 Excellent, with room to kvetch

Reviewed by Michael S. Lasky



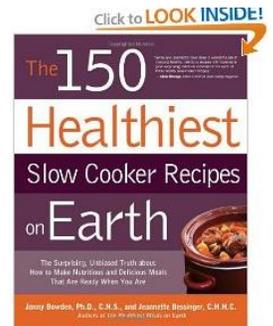
As a Black Belt in non-cooking, I like the idea of a “throw everything into one pot and forget about it until it’s ready” device. The VitaClay Chef does this in triplicate, though you can count me out for the piles of yogurt.

**WIRED** All-in-one slow-cooker, rice-maker, steamer, and yogurt-maker. Simple, push-button performance. Exploits its natural clay pot insert to seal in flavor and tenderness with exacting moisture. Easy cleaning.

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World-renowned nutritionist and author of *The 150 Healthiest Slow Cooker Recipes on Earth* rated VitaClay his top rice and slow cooker:

*“This cooker has a natural clay pot insert that allows you to cook perfect grains every time. It doubles as a rice cooker and does something unique and wonderful to stew beef.”* -- Dr. Jonny and Chef Jeannette



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At *Relish* we are always on the lookout for great gadgets to make our recipes more enjoyable, nutritious and simple. When we stumbled upon the VitaClay Chef collection of rice cookers that did all of that and more, we knew we had to alert the masses...The recipes tested were all top-notch—the beef was moist, the rice fluffy and the vegetables divine. Not to mention the design was great. The clay pot is easy to clean, and can even double as the meal’s serving dish.



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## TOP KITCHEN PICKS

VitaClay ... may look like another high-tech appliance, but inside lurks an ancient Chinese secret—an unglazed zisha clay pot that retains vitamins and minerals. A preset timer can get dinner cooking, even no one is around... Standard recipes call for a 5- to 6-quart model. That said, you may not need 8 to 10 servings of stew. You probably want dinner tonight, with an additional serving for a friend, and maybe a leftover serving or two for the days ahead.... The cooking time can also be calibrated in 10-minute increments. That means

better control for small batches...Plus, the VitaClay is a rice cooker as well as a slow cooker — two appliances in one. That’s a lot of functions for a small appliance.

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### ONE – POT DEAL

*Slow food in record-setting time? This high tech tool makes it possible.*

Our new favorite multitask: the VITACLAY SMART COOKER DELUXE can be programmed to prepare stews, soups, and braised beef or port in half the time of a conventional slow cooker, switching to “warm” mode once your dish is done. Plus, it also makes perfectly steamed white, brown and sticky rice-and it does it all in an unglazed clay insert you can use as a serving dish. (Most are made of aluminum or stainless steel.) Talk about a triple play!

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## For the Love of a Gadget

Adding the VitaClay Cooker to a shelf of necessary kitchen appliances

by [B.A. Nilsson](#) on October 6, 2011

Earlier this year, the BBC aired a TV feature in which Stephen Fry looked at what he considers to be the hundred greatest gadgets ever invented. Not surprisingly, quite a few of them involved the kitchen, including the toaster (patented in 1919), can opener (patented 1855), coffee maker (1840), microwave (first sold in 1947) and corkscrew, the earliest reference to which described it in 1681 as a “steel worm used for the drawing of Corks out of Bottles.” The food processor was invented by a French catering salesman and first marketed in 1960, while we owe the invention of the first self-off-shutting electric kettle to G.E. (1930).



*Famed molecular gastronomy chef Heston Blumenthal revealed his love for the SodaStream, with which you can make your own seltzer, and I share his enthusiasm for the device. But were you to force me to offer a favorite, I'd choose the VitaClay Cooker.... <http://metroland.net/2011/10/06/for-the-love-of-a-gadget/>*

### Boing Boing Feature--Fast Slow Food: 5 devices for healthier, yummiier eating

Preparing meals now doesn't take me any longer than when I was eating lots of processed food, refined sugars, and animal products. Slow food doesn't have to be a full-time gig. You don't have to hire a personal chef or quit your day job... these five tools cut down prep time and/or bump up the quality of the daily staples in my kitchen. And you don't have to be



vegan, vegetarian, or experimenting with raw food cuisine, as I have, to enjoy the results.

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## THE LAST THING IN THE KITCHEN ... AN ORGANIC CLAY PADDY "ORGANIC" HEALTHY AND DOES NOT BITE!

"In my country we say that if you "like rice" is because they do not want to miss a thing ... You're at all ... So you thinking about that story on the rice that came on the market ... **Organic VitaClay® Slow Cooker**... My latest acquisition!

It is perfect for food lovers "natural and organic" like me, because **material is made of organic mud** that helps keep the nutrients, flavor and texture of rice to perfection ... for this reason consider the rice "healthy" because it obviously does not let us waste metal, Teflon or lead in our body. As my mother would say ... it's all a swagger!

March 5, 2010



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### ONE-POT WONDERS

*Multicookers are the latest trend in countertop appliances. Here's what's new-*

### Cook in clay

"The VitaClay Smart Multicooker's interior liner is made from natural, unglazed Chinese Zisha Clay, which needs very little (if any) oil for cooking and seals in food's nutrients and natural juices..."  
*Feb/Mar 2010*

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THE SOURCE MILLIONS OF WOMEN TRUST.

# Good Housekeeping

"**Top-Rated Slow Cookers**"--"This one-of-a-kind product is called a slow cooker but actually cooks under moderate pressure so that it heats and cooks very quickly. It automatically shifts to a keep warm setting where it maintains food at an ideal temperature for up to 12 hours. **Of all the beef stews we tasted, the VitaClay's was tops...**"

*Tested and recommended by the Good Housekeeping Research Institute, March, 2009*

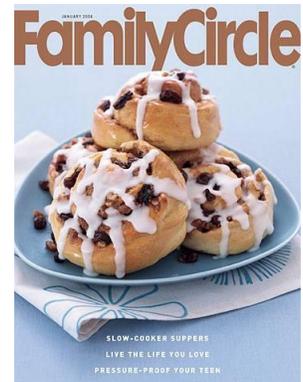
Parents.com beta

THE ONLINE HOME OF AMERICAN BABY, PARENTS, AND FAMILY CIRCLE

### Hot new pots: they look good and they work hard

January, 2008

"The VitaClay Gourmet Rice and Slow Cooker combines all the rich flavor of traditional clay cooking with the convenience of a slow cooker. Rice cooks especially well in clay and this cooker is pre-programmed for brown, regular, sweet or sticky rice..."



PAULA DEEN'S SPECIAL COLLECTOR'S ISSUE

# Quick & Easy Meals

**135** recipes, tips & ideas

**Family Favorites**

- 5 Juicy Burgers
- Quick Pastas
- One-Dish Dinners & Much More!

**Money-Saving Menus** with Very Big Taste

Monday until Monday  
\$8.99 USD \$15.99 USD

www.quickandeasymeals.com

**fun finds**

**1 Handy Helper for the Kitchen**  
Simplify all of your food prep with the Cuisinart Mini-Prep Plus 14-Cup Food Processor. This food processor provides all the help you'll ever need. You can slice, chop, mix, shred—even knead bread dough—with the press of a button. \$299, cuisinart.com or 800.211.0604.

**2 Mineral Rich Cooking**  
The VitaClay Rice N' Slow Cooker Pro is a fusion of the time-honored clay-pot cooking method and a modern electronic dual slow cooker and rice cooker, offering a new and better way to accomplish both tasks: \$129.99, vitaclaychef.com or 877.877.9121.

**3 Gourmet Coffee at Home**  
Enjoy delicious coffee, tea, cappuccino, or hot chocolate from more than 30 hot or iced drinks, one cup at a time. The Pavia Fusion Deluxe is a coffeemaker, espresso machine, and teapot all in one with none of the mess or crowded counter space: \$169.99, mylavia.com or 888-693-5284.

**4 Not All for the Turkey**  
This 32-quart stockpot is designed to fry turkeys up to 25 pounds. The raised basket design enables the pot to be used for boiling or steaming. Without the basket, it can be used for canning and for making soups, stews, or Low Country Boil: \$199.99, dorightsservices.com or 888-688-7267.

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The Premier Magazine of Southern Food **62** DELICIOUS RECIPES

# TASTE

SHIRLEY CORRIHER'S **GOLDEN carrot cake**  
page 45

World's Best Biscuits!  
page 43

december january 2009  
\$4.99 USD \$15.99 USD

www.tasteofthesouthmagazine.com

**cabbage casserole**  
Recipe courtesy of Kathleen Durrcher  
Yield: 10 servings  
Preparation: 15 minutes  
Cook: 10 minutes  
Bake: 1 hour

1 pound Bourgeois ground beef  
1 large cabbage, cut into 1-inch cubes (approximately 12 cups)  
1 pound Bourgeois smoked sausage, cut into 1/2-inch slices  
1 onion, chopped  
1 green bell pepper, seeded and chopped  
3 cloves garlic, minced  
1 cup uncooked long-grain rice  
1 (8-ounce) can tomato sauce  
2 teaspoons salt  
2 teaspoons ground black pepper

**PREHEAT** oven to 350°.  
**IN A DUTCH OVEN**, cook ground beef over medium heat until browned. Drain grease and return ground beef to pot. **ADD** cabbage, sausage, onion, bell pepper, and garlic to the pot. Add rice, tomato sauce, salt, and pepper, stirring to mix. **COOK** for 1 hour, stirring every 15 minutes.

**rice-cooker jambalaya**  
Recipe courtesy of Donald Bourgeois  
Yield: 10 servings  
Preparation: 20 minutes  
Cook: approximately 1 hour  
Set: 10 minutes

1 pound Bourgeois ground beef  
1 pound Bourgeois smoked sausage, cut into 1/2-inch slices  
1 (10-ounce) can diced tomatoes and green chiles, such as Ro-Tel  
1 large onion, chopped  
1 green bell pepper, seeded and chopped  
1 (8-ounce) package jambalaya mix

**IN A SKILLET**, brown ground beef and drain. Add smoked sausage, tomatoes and chiles, onion, and bell pepper, cooking to brown sausage. **TRANSFER** to an 8-cup rice cooker. Add jambalaya mix and amount of water specified on package. Cook according to rice cooker instructions. Let jambalaya set for 10 minutes.

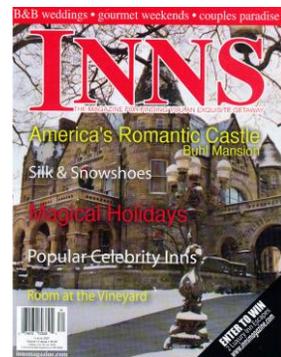
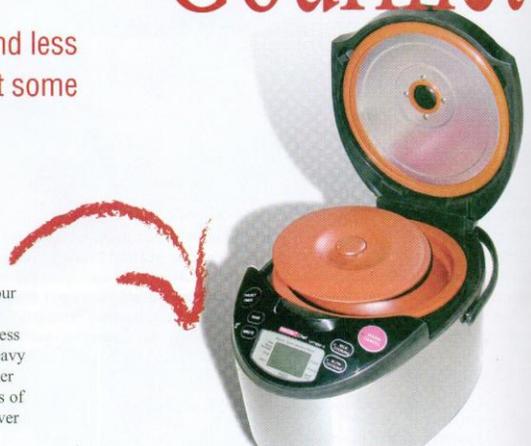


# The *Lazy* Gourmet

Love to cook but want to spend less time in the kitchen? We've got some sizzling solutions!

## Essenergy VitaClay Chef Gourmet Rice & Slow Cooker Pro

This high-tech cooker can boil water four times faster than conventional cookers while sealing in flavours. It also uses less water, which eliminates the need for heavy seasonings and fat. The innovative timer can be used to program up to five hours of cooking time. Comes complete with over 30 recipes to try out.





#### MARKETPLACE

**5 Robot Coupe's Turbo® MP Power Mixers.** Info #320 Improved mixers have durable stainless steel shafts, extended stainless steel bell housing and patented, removable, stainless steel foot, blade and bell assembly. Available in single-speed or variable-speed as single unit (stick blender or whisk) or combination unit (stick blender and whisk). One-year replacement warranty.

**6 VitaClay Rice N' Slow Cooker Pro.** Info #321 Get the tradition of clay pot cooking and the convenience of an electronic slow cooker and rice cooker in one appliance! Removable liner is made from all-natural clay that preserves food's natural juices and nutrients. Dishwasher and microwave safe.

**7 Flavorseal Cooking Bags from CMS.** Info #322 Ideal for

#### EL MERCADO

**5 Batidoras potentes Turbo® MP de Robot Coupe.** Info #320 Estas batidoras mejoradas tienen ejes de acero inoxidable duradero; soporte extendido de vaso de acero inoxidable; pedestal, cuchillas y vaso reemplazables patentados de acero inoxidable. Se ofrecen en unidades de una velocidad o velocidad variable (de brazo o de batidor de alambres), o unidades de combinación (de brazo o de batidor de alambres). Incluyen un año de garantía de reemplazo del producto.

**6 Rice N' Slow Cooker Pro de VitaClay.** Info #321 Practique la cocina tradicional en vasija de barro con la comodidad de una olla electrónica de cocción lenta y olla de arroz al mismo tiempo, en un solo electrodoméstico. La olla extraíble está hecha de arcilla natural que conserva los jugos y nutrientes naturales de los alimentos. Se puede meter en el lavavajillas y en el microondas.



# Editor's Choice

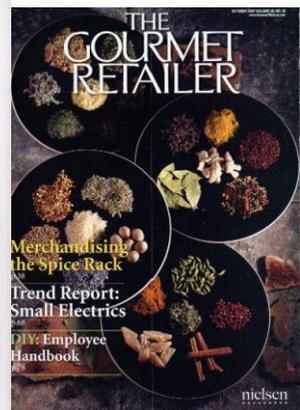


By Kristin V. Montalvo

Since the season of overindulgence is upon us, we thought it was the perfect time to present you with some recent discoveries that were not only (dare we say it) good for you, but pretty darn delicious, too — from a worldly assortment of fancy oils and a flaxseed spread teeming with heart-healthy goodness, to an all-natural Australian muesli chock-full of Macadamia nuts to organic syrups that will surely perk up your morning latte. Along the way, we had a chance to test some nifty kitchen equipment that made our lives healthier and more stress-free.

### VitaClay Chef Gourmet Rice n' Slow Cooker Pro

When it comes to slow cooking, the VitaClay Chef Gourmet Rice n' Slow Cooker Pro by Essenergy truly lives up to its gourmet name, combining convenience with great taste and healthy cooking all in one. What's truly unique about this product is the pot itself — it's made of natural, unglazed, highly prized Zisha clay. And because of the slow steady evaporation of steam from within the unglazed pores and the closed chamber of the clay pot, the foods you cook are healthier and more tender, but most importantly, more flavorful. The clay pot also helps retain essential vitamins and minerals, since no water, stock or liquid has to be added — meaning the food simmers in and absorbs its own juices and nutrients rather than allowing the benefits to boil away with added liquid. Another bonus? It's free of added nonstick chemical glazes, so no chemicals or aluminum come in contact with the food. A double lid design not only creates micro-pressure to maximize steaming quality for tender and flavorful food, but also results in some serious energy saving. Multi-program functions for savory stews, porridge, soups, fluffy rice, brown rice and sticky rice. Plus, the slow cooking time can be programmed up to five hours, so it helps manage time more efficiently. The large LCD clock and 24 hour preset timer lets you set it and go, and it automatically keeps warm for up to 20 hours. Also includes an international recipe booklet featuring 30 original recipes by VitaClay Chef Suzanne. We made an aromatic Thai curry chicken stew one evening and couldn't believe the savory results. MSRP is \$129 (6-cup/3.2-quart) and \$149 (8-cup/4.2-quart). For more information, call 408-986-8668, or visit [www.essenergy.com](http://www.essenergy.com).





## MULTITASKING

November 08, 2007

"The VitaClay Chef Gourmet Rice & Slow Cooker Pro - a compact gadget fuses the centuries-old clay pot with today's computerized electronic cooking. Instead of the usual stainless-steel insert, it has an unglazed Zisha-clay pot that can be taken right to the table, eliminating the sticky job of scraping out rice. It can also be programmed to slow-cook soups, stews, and braising meats."



## CHICAGO SUN-TIMES

### VITACLAY OFFERS SLOW COOKER AND RICE COOKER COMBINATION

October 24, 2007

"Unlike the nonstick metal bowls of most other rice cookers, the VitaClay's 6-cup removable cooking bowl is made from clay. It is dishwasher- and microwave-friendly and the smooth surface is naturally nonstick.

The cooker has various settings for white, brown and sweet (sushi) rice. Making rice is as easy as dumping the ingredients in the bowl and pushing a button... The finished product was excellent. It also has a slew of sophisticated settings to make your slow cooking easier, including options for braising, porridge and soups. A timer also allows the cooker to be set to start automatically, then stop cooking and keep the food warm."



ProChef SmartBrief  
From The Culinary Institute of America



## The Culinary Institute of America

### HIGH-TECH CLAY POT COMBINES OLD, NEW

Launched: 07/30/2007

"The VitaClay Chef Gourmet Rice and Slow Cooker Pro is a sleek machine with a high-tech look and a traditional deep orange clay bowl under the lid. It's designed for chefs who prefer to avoid nonstick coatings but who enjoy the ease of use of upscale rice cookers."

## Mercury News San Jose Mercury News

### BETTER RICE FROM HIGH-TECH CLAY POT?

Article Launched: 07/25/2007

"I had terrific results with both plain rice and Mexican-style red rice in a large VitaClay we borrowed for testing. (For the red rice, I sauteed the rice and onion in a skillet on the stove first.) The rice was fluffy and perfectly cooked, not soggy or dry, with a pleasant, natural flavor - better tasting, in fact, than in the rice cooker I usually use."

"Beef stew, as promised, cooked about twice as fast as in a traditional slow cooker set to "high."

I feared that cleanup would be difficult but it wasn't - rice that seemed stuck-on easily washed away with a low-abrasive sponge pad and dish soap."



## **Homeworld Business**

### **ESSENERGY UPDATES VITACLAY ASSORTMENT**

**Article Launched: May 7, 2007**

“Helping set vitaclay apart from other slow cookers and rice cookers is its natural liner made of unglazed clay. This is said to enhance the flavor and texture of food, as well as retain juices and nutrients; also it is free of the metals and chemicals typically found in glazes and non-stick coatings.”

### ***GOURMET insider***

#### **Trend Watch – A VERY RICE OPPORTUNITY**

**Article Launched: April 2007**

“One unique Offering from Kratchman (Kitchen Kaper) mentioned were Vitaclay Rice Cookers from Essenergy, which feature Terra-cotta Inserts as opposed to aluminum. “A portion of the rice cooker consumer is strongly health conscious,” Kratchman said, “They want brown rice and don’t want their food to come in contact with aluminum, which they think is not a good thing”