

**RUSSELL HOBBS’ BRAND NEW ATTENTIV KETTLE PUTS YOU IN CONTROL OF YOUR CUPPA**

*The brand-new Attentiv Kettle from Russell Hobbs can take your hot drinks anywhere from 40°C to 100°C in under 46 seconds\**



Russell Hobbs, one of the UK’s leading and most loved household brands, has announced the release of its brand new Attentiv Kettle. Available in major retailers across the UK, the Attentiv Kettle boasts an array of features to guarantee your perfect brew.

The Attentiv Kettle’s **variable temperature feature** allows you to set your kettle at various increments between 40°C and 100°C. So, whether you’re looking to enjoy a speciality tea without ruining its delicate flavours, gently warm baby bottles to a youngster-friendly temperature or going ‘red hot’ for those mornings that need a strong tea to kickstart the day, your kettle will have your back.

Even better, the Attentiv Kettle has **a removable tea infuser basket**, perfect for loose leaf teas, and ideal if you don’t have a teapot to hand. As easy as it is for you, your family, and friends to enjoy a variety of tea types, it is just as easy to clean up afterwards; the removable basket and push-to-open lid make emptying your kettle a quick and easy job.

The kettle’s **touch screen interface** is equally user-friendly. In a few taps, you can set the Attentiv Kettle to make your perfect hot drink, and it does not stop there. The kettle **saves your last used temperature setting** so your perfect brew can be made at the tap of a button!

In addition, the Attentiv Kettle has been designed with a **‘Keep Warm’ timer** for your busier days. Even if the phone rings just as the kettle has boiled, your water will still be ready and waiting for you afterwards, staying warm for up to 30 minutes.

Equipped with a **360° base with cord storage**, and a spout designed for the perfect pour, the Attentiv Kettle has been expertly finished to ensure that it is ready to make the perfect brew, anytime, for anyone. Plus, it won’t drain your electricity, as you can save up to 63% energy\*\* when boiling just enough water for one cup of tea or coffee. Plus, due to its **generous 1.7L capacity** you can save even more energy when you’re hosting your nearest and dearest

Cira Jones, Manager at Russell Hobbs, comments: “The new Attentiv range has been designed with personalisation in mind, to make breakfast time right for everyone. The perfect addition to our breakfast range, this is one of our most advanced kettles with its variable temperature feature and minimalistic design. Brewing your ultimate cuppa has never been easier!

The Attentiv Kettle is available to buy from uk.russellhobbs.com. For further information please visit uk.russellhobbs.com.

**-ENDS-**

**Notes to Editors**

For more information, please contact russellhobbs@hatchpr.co.uk

**Claim Substantiation**

*\*One cup is equal to 236ml.*

*\*\*Boiling one cup (236ml) vs 1 litre.*

**Product Features**

* Variable temperature
* Removable Infuser basket
* Touch control
* Steep timer
* Favourites memorised
* Keep warm timer
* Push to open lid
* Anti-scale filter
* 360° base with cord storage – left or right-handed users
* Perfect pour (no drips)
* Boils one cup in under 46 seconds\*
* 1.7l capacity
* Save up to 63% energy\*\*

**About Russell Hobbs**

Every ingenious Russell Hobbs creation is here to help you do you. That’s because we’re inspired by the things that matter to you.

Just-in-time brews. Tackling creases on your own terms. Giving new recipes a go. We get what’s important, especially when life’s hectic and, let’s face it, far from perfect. That’s why our ideas are beautifully British and ready for living.