

**FOR IMMEDIATE RELEASE**

## **Ko Craft Announces the Whixer™: A Revolutionary New Mixing Tool**

**Torrance, CA (January 25, 2025)** – Ko Craft, an innovative brand in musubi molds and kitchen tools, unveils the Whixer™, a revolutionary utensil designed to effectively mix ingredients of various thicknesses and viscosities.



### **A Tool Designed to Mix Better**

The Whixer™ is a handheld tool featuring a unique head with a strategically designed interior. Slats and slots facilitate efficient material flow during mixing, while interior membranes effectively cut through and fold ingredients, accelerating the blending process. Unlike traditional tools like whisks, forks, and spoons, the Whixer™ offers a comprehensive mixing experience, combining cutting, pushing, mashing and folding actions for superior results, with higher-viscosity batters, sauces, eggs and more. While whisks excel at incorporating air into light mixtures, they often struggle with thicker consistencies. The Whixer™ bridges this gap, providing a versatile hand mixing solution for a wide range of culinary tasks.

### **A Step Forward in Kitchen Efficiency**

Traditional kitchen tools, while effective for specific purposes, lack the optimized functionality for efficient mixing. The invention of the whisk in the early 19th century marked a significant advancement, but limitations remained. The Whixer™ represents a leap forward, addressing the challenges of mixing thicker ingredients and empowering home cooks and chefs with a more efficient and versatile tool.

### **Availability**

The Whixer™ is available for purchase online at MusubiMaker.com, Amazon.com, Ebay.com, Musubimaker.etsy.com, and Walmart.com

### **About Ko Craft**

Ko Craft Brand Products, a division of Kauai Shave Ice Company, is dedicated to developing innovative, high quality and user-friendly kitchen tools that enhance the cooking experience.

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