

update

THE NEWSLETTER FOR AGA AND RAYBURN OWNERS



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Issue 1 2007



LOVE GOOD FOOD



Welcome...

to the first edition of Update - the special newsletter for Aga and Rayburn owners.

This is the first of a regular newsletter covering all that is new from the world of Aga. In this issue we look at the ultimate convenience of the 13-amp Electric Aga, at how easy it is to trade in your old Aga and at our versatile collections of cookware and accessories.

We also have information on getting involved in the Aga community and details of an exciting new Rayburn - our first cast-iron range cooker with an A-rated condensing boiler.

Ask any Aga or Rayburn owner where they most like to spend time and the resounding answer is in the kitchen. Although Agas and Rayburns have been part of family life for up to 80 years, time hasn't stood still at Coalbrookdale, where both cookers are made.

Indeed, product development has been high on our agenda and, as lifestyles evolve, so do our cookers. Both the Aga and the Rayburn meet the practical needs and expectations of today's increasingly busy lives.

We have introduced a raft of new products and ideas, bringing modernity to our ranges, and we have even more revolutionary plans for later this year.

Your local Aga Shop is a great place to visit. Not only can you see the range of Aga and Rayburn cookers, but you can also take a look at the new collection of Aga refrigerators and freezers, choose from an extensive cookware range, meet the friendly and helpful staff, attend cookery demonstrations and much more.

With so many new options available, now is a good time to have a home-survey to ensure the cooker you have is the best one for you. We can also check your existing Aga or Rayburn to ascertain how well it is functioning and keep you informed of updates and upgrades available and relevant to you.

We hope you find this Update useful. In future issues we'll cover exciting developments, interesting news and exclusive offers and discounts for owners. To ensure you continue to receive your copy, please use the form at the back or register online at www.agalinks.com.

Geoff Harrop
Managing Director



Electrifying performance

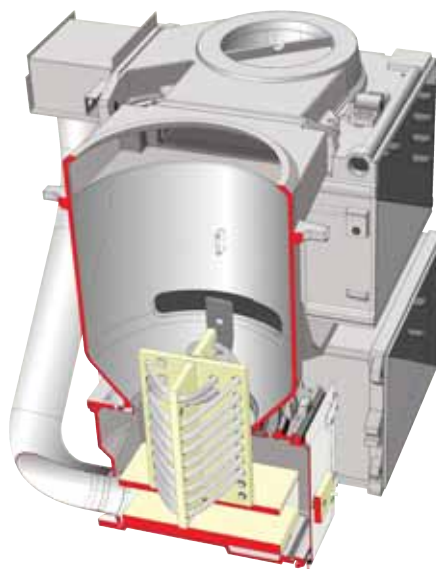
13-amp electric Agas lead the way.

Since its launch, the 13-amp Electric Aga has been exceptionally popular. In fact, it's now one of our best-selling ranges. Available in 2-, 3- and 4-Oven variants, the new generation electric models mean it's now possible to site an Aga almost anywhere in the kitchen.

Amazingly, Aga heat-storage electric range cookers require only a 13-amp connection, while most other electric cookers need at least 30 amps.

The 13-amp Electric Aga uses simple, well-proven and highly reliable technology. It has an electric element that draws no more power than most electric kettles or domestic fan heaters. The element cycles on and off as necessary and works in tandem with a revolutionary warm air re-circulation system and an automatic thermostatic control ensures the Aga stays at the right temperature. Cast iron has fantastic heat storage properties and the element only switches on as it cools.

This means it's always ready to use and no time is wasted waiting for the cooker to heat up - a brilliant but beautifully simple formula for fuelling the world's most desirable cooker.



The 13-amp element

Flexibility built in

No flue is needed, making installation easier and cheaper

The 13-Amp Electric Aga can be **fitted almost anywhere**, including in island units

Unlike those powered by other fuels, the 13-amp Electric Agas need **servicing only once every five years**.

As well as the 13-amp Electric, there are heat-storage Agas which run on the following fuels:

- **30-amp Electric** (this is a night-storage Aga that takes electricity at its cheapest)
- **Diesel**
- **Gas** (LPG and Natural)
- **Oil**

Massive savings

when you trade-in or trade-up your Aga

As any Aga owner will tell you, once you've owned the world's most famous cooker, it's difficult to imagine life without one. There's never been a better time to buy an Aga as there are now so many different sizes, fuel and flue options available.

Often people move into a house and inherit an Aga. Sometimes it's not the size, colour or fuel type they would have chosen, or perhaps it's an old Aga that was converted from solid fuel to oil and isn't as efficient or safe as they would like it to be.

Because of this, we're now offering Aga owners the opportunity to trade-in their old Aga for a model of the same size, or, trade-up their old Aga to a larger one. For example a 3-oven Aga

occupies exactly the same space as a 2-oven model, but offers greater cooking flexibility.

So, if you've inherited an Aga and are interested in changing it, there's never been a better time to do it. Aga owners can get a discount of up to £1,300 on a new Aga when they trade-up to a larger model. At Aga we realise how important it is to recycle. In fact, since the very first Aga was made more than 80 years ago, 70% of each Aga has been made from recycled material.

All purchases are subject to a home survey

carried out by an Aga project manager.

Even if you do not wish to replace your whole Aga, tops, domes and hotplates can be replaced to give your Aga a fresh look.

Terms and conditions apply. **Please contact your local Aga Specialist on 08457 125 207 for further information.**



The new 3-oven Aga offers greater cooking flexibility



How I uncluttered my kitchen

Dawn Roads, Food Editor, Aga Magazine

"Because I have an Aga, there are so many other things I don't need in my kitchen. Long ago I decided I would never need an electric kettle, I've never bought a sandwich toaster and as for a bread-maker, there's absolutely no point.

My Aga performs all these functions so much better and I have the added advantage of a clutter-free kitchen and one that saves energy.

The Aga leaves a conventional cooker standing. While a conventional cooker is warming up, my Aga is happily cooking away, ensuring not only better, but also quicker results.

I've been thinking of all the things I've never bothered to buy because of the Aga. They include an electric kettle, toasted sandwich maker, coffee machine, microwave, pizza oven, steamer, yoghurt maker, rice cooker, bain-Marie, bread maker, toaster and even a radiator in the kitchen.

The wet weather of the past six weeks has not affected me. Clothes are spun dry and then whilst I'm at work they dry from the warmth of the Aga. There's no need for a tumble dryer in my house!

Moreover, tea towels and pillow cases dried on the warming plate and simmering plate cover iron themselves!



Not only have I saved lots of money on the items I've not had to buy, but - in an age when we're being encouraged to think carefully about all we buy - I'm also happy in the knowledge I'm helping the environment too."

Check out Dawn's How to video tips at www.agalinks.com

Flexibility comes built in

There's a very good reason why the iconic Aga is the world's best-known cooker - it does everything beautifully. From baking to toasting and from grilling to stir-fries, owning an Aga is like having 10 appliances in one. All performing perfectly. So box up the toaster, bread baker, microwave, grill and slow-cooker and enjoy the unique flexibility that is Aga cooking.



Baking Like a traditional baker's brick oven, the Aga's kind-to-food all-round radiant heat can help you create feather-light pastries, cakes that are always wonderfully moist and breads that have that authentic hearth-baked flavour.



Frying The Aga fries quickly and controllably, producing food that is crunchy on the outside and tender on the inside. No sogginess. No lingering oily tastes. Just perfect results every time.



Grilling Yes, you can grill on an Aga. Bacon, steaks, tomatoes and chops can all be grilled in the roasting oven, where radiant heat reminiscent of a charcoal grill delivers dishes crisp on the outside and succulent on the inside.



Toasting Perfect toast just the way you like it. Using the hugely popular Aga toaster - which leaves toast with a distinctive waffle pattern - you can opt for crisp through and through, lightly browned and fluffy white in the middle or even toasted on one side only. It's also perfect for toasted sandwiches with a variety of fillings.



Stewing The Aga's simmering oven can help you create richer, more succulent stews. With an all-round gentle heat with no worrying hot spots, you don't even need to stir regularly. Instead, the Aga will slow-cook for hours - even overnight - leaving you free to look after other dishes that need more pampering.



Steaming You can also use the simmering oven to steam anything from a Dover sole to a pan of root vegetables. No lingering smells and no steaming up the kitchen. Just fresh-tasting and healthy food with the minimum of fuss.



Roasting With no flame or harsh elements to dry out food, perfect roasts are quick and easy in the Aga roasting oven. The radiant heat ensures food is cooked evenly, with minimum shrinkage, and if you need things done quickly the Aga can cope beautifully - a 28lb turkey can be ready to serve in just 3 1/2 hours.



Simmering The simmering oven can slow-cook for hours - even overnight - gently coaxing the best out of casseroles, stews and soups, and leaving you free to attend to other dishes or simply to enjoy entertaining with family or friends.



Stir-frying Intense and focused heat is the key to authentic stir-fries and the Aga hotplate performs brilliantly. Able to heat up oil quickly and predictably - and then keep it hot - the Aga delivers perfect stir-fries in minutes.

new



The Rayburn Super A Series

The new and unique high efficiency "A" Rated central heating cooker

We are extremely proud to announce the launch of the brand new Rayburn Gas Condensing 480 CD. The ultimate combination of cast iron cooking with an "A" efficiency rated central heating boiler.

It's difficult to open a newspaper or switch on the radio without being flooded with information about energy consumption, carbon footprints and the effect the fuel we use to run our cars and heat our homes has on the environment.

Long before it was a fashionable cause, energy efficiency and care for the environment were at the forefront of Rayburn thinking. Since the launch of the first Rayburn 60 years ago, each range cooker produced has been made using recycled materials. Today almost all of the cast iron used in a Rayburn comes from reclaimed iron.

Now this latest launch from Rayburn builds on this responsible attitude.

The Rayburn 480 CD is the only range cooker with an "A" efficiency rating central heating boiler built in. The boiler

has been awarded an "A" rating after fully independent testing has shown it to be more than 90% efficient.

The Rayburn 480 CD has the classic good looks and brilliant cooking performance one would expect from a Rayburn, but also uses state-of-the-art technology to ensure the boiler performance is perfect for the 21st century.

The 480 CD also uses modulating

technology which means that it only produces the output that is required for the situation so that it can just as efficiently heat a 2 bed room apartment or a 5 bed room family house

The Rayburn 480 CD is designed in such a way that it's compatible with modern worktops and kitchen units and its beautiful cast-iron styling ensures it looks equally at home in a modern or traditional setting. The 480 CD comes with a balanced flue which means that you do not require a chimney to install one in your kitchen.

The Rayburn's reputation for superior cooking performance is well founded - the cooker uses radiant heat to make sure all the flavour and goodness is locked into food.

Standard cookers need to be replaced fairly frequently and ordinary boilers tend to be dull to look at and often need to be hidden in a cupboard. But the cast-iron heart of a Rayburn continues to beat year after year and creates a beautiful focal point within the kitchen.



As an all-round solution for cooking and central heating it's impossible to beat the Rayburn 480CD

In store today

"I hope you have visited your local store recently - if not we would be delighted to see you!

We have all of the great Aga and Rayburn ranges detailed within this copy of Update - along with many others, including the Aga pantry refrigerator and freezer and the innovative two drawer larder fridge - all available in Aga's special colours. There is also our fantastic kitchen furniture range - available in the Bastide French country and original Shaker kitchen styles. The larger Aga-Fired Earth stores have

excellent displays along with the paint and tiles for which Fired Earth is famous.

We have a great range of cookware in store - everything an Aga or Rayburn owner could need - a sample of 'must haves' is shown below.

With everything that is happening in Aga stores, from products to offers, to demonstrations, and a friendly team to welcome you, there's never been a better time to visit - today."

Sue Taylor
Retail Operations Director



Aga must-haves for 2007

The latest from the Cook Shop Collection.



Aga Stainless Steel

Aga stainless steel casseroles and saucepans have a heavy thermal base, are dishwasher safe and have a unique lid design for easy stacking in ovens.

Prices from £57.95 to £84.95



Aga Coloured Stainless Steel

Exclusive Aga coloured stainless steel with silicone exterior in cream or black. Available in casserole and saucepans.

Prices from £59.95 to £76.95



Aga Textiles

Exclusive and innovative designs in a range of aprons, gauntlets, tea towels, chefs pads and much more.

Tea towels £3.95



Aga Ceramics

A superb and inspirational range of Aga ceramics including mugs, serving dishes and platters. All products hand crafted in England.

4 mug teapot £29.95, Aga mug £7.95



Stainless Steel Whistling Kettle

This stylish kettle has a 4mm encapsulated base for excellent heat transfer. Perfect for every Aga owner. Also available in polished finish.

Price £59.95



Cast Iron Danish Pot

A comprehensive range of cast iron casseroles, frying pans, skillets and baking dishes produced in our own traditional foundry.

Danish pot £69.95

Keeping in touch

When you purchase an Aga or a Rayburn it opens a whole new world. Aga and Rayburn owners have their own community and ways of keeping in touch; the Aga Magazine was relaunched last year, and there are plans to continue to publish more great articles and features than ever before. Agalinks is our well established internet site. Edited by author, Laura James, it is home to a thriving community of Aga owners. Agalinks is also now the home of Update too - remember to register and check back regularly - there's always something exciting happening online.

Agalinks is not only the home for Update, but it is the home of good food and inspirational interiors.

There's a huge database of delicious recipes, information on great food, interviews, hints and culinary tips, great ideas for your home and much more...

Be sure to visit today to register for future issues of Aga Update which will include exclusive offers for Update readers!

LOG ON TODAY... www.agalinks.com



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The perfect companion for every Aga owner

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Do you own an Aga or a Rayburn?

- Aga Rayburn Other Cast Iron Cooker
 None of these

How old is it (approximately)?

- Less than 5 years
 5-10 years
 10-20 years
 20-30 years
 Older than 30 years

Did you...?

- Buy it new Buy it refurbished
 Inherit it with your house

What fuel does your cooker use?

- Gas 13-amp Electric
 30-amp Electric Oil
 Diesel

Would you prefer to be contacted through?

- Email Post Telephone

Name

Address

Postcode

Telephone Number

Email

Please tick this box if you do not wish to receive any further information or mailings from Aga Foodservice Group. Postage required.
Send completed forms to Aga, Marketing Department, Station Road, Ketley, Telford, Shropshire TF1 5AQ

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Is your Aga the oldest?

Since its launch more than 80 years ago, the Aga has inspired loyalty and devotion from a huge number of cooks around the world. This is also true of the Rayburn, which is slightly younger, having been invented just over 60 years ago.

We often get letters and pictures from people about Agas and Rayburns that have been in the family for generations, or from people who've recently moved into a house with a very old cooker.

We're always fascinated to receive these. With this in mind, we've decided to launch an initiative to find the oldest Aga and Rayburn still in use.

If your Aga or Rayburn has been in service for a while, why not let us know about it. Simply send in any information you have about it - anecdotal or documented - along with a photograph if you have one and we'll give a prize of **Cookware to the value of £200** for the oldest model.

Send your entries to Aga, Marketing Dept, Station Road, Ketley Telford TF1 5AQ. Entries to be received by 9th February 2007.

Editor's decision is final.

We'll publish the results in a future edition of Aga Update...