



Better Brighter Ideas Announces New Food Scale As A Featured Product

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Better Brighter Ideas, an East Lansing, MI based company, has announced plans to feature a new food scale on the company website. Nina Bailey, spokesperson for Better Brighter Ideas, recently stated, "We're just so pleased with the quality and popularity of our kitchen scale we currently sell on Amazon that we've decided to feature it on our site as well."

The scale is for measuring foods from 1 ounce or 1 gram to 11 pounds or 5000 grams, and has continued to receive positive reviews on Amazon. One Amazon customer stated, "I have been using my scale for a couple months now and feel like I can say without reservation that this is probably the best scale I have ever used."

The kitchen food scale is designed to be accurate and easy to use. It features a large light up display that is easy to read and the display stays on long enough to allow for multitasking in the kitchen. An auto shut off feature turns off the light after a short time, to save on battery life.

Touch points instead of buttons ensure ease of cleanup, and Better Brighter Ideas offers a special bonus with purchase that includes two extra sets of batteries, and a free measurement cheat sheet for easier measuring

of all types of liquids and powders.

For durability, the scale is made from tempered glass and includes four rubber stops on the bottom that keep it from slipping or tilting. The company includes a two year manufacturer's warranty on all purchases.

One of the most popular uses is as a portion control gadget. "This is actually one reason that we've decided to feature the kitchen scale," says Nina Bailey. "Everyone needs portion control, and this food scale makes it so easy."

The measurement and portion control cheat sheet is printed on a card that can be taped on the refrigerator or a cupboard door for easy access. The measurements are in fluid ounces, and various other portions, to make it handy for anyone looking to shed a few pounds or simply those who want to live healthier lifestyles by following portion control.

More about Better Brighter Ideas and their featured kitchen scale can be seen on the company's official website.

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Better Brighter Ideas

Better Brighter Ideas is an e-Commerce business that offers a premium products such as the BBI Kitchen Food Scale that helps people properly measure their food for portion control and cooking with accurate measurements.

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