Elite Gourmet®

10 CUP RICE COOKER

MODEL: ERC-2010

INSTRUCTION MANUAL

Before operating your new appliance, please read all instructions carefully and keep for future reference.



LISTED

Questions? Elite's customer service team is ready to help.
Call us toll-free at 800-365-6133 ext. 120/107/105.
For more Elite products, visit us at shopelitegourmet.com.

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IMPORTANT SAFEGUARDS

The Elite Brand takes consumer safety very seriously. Products are designed and manufactured with our valued consumers' safety in mind. Additionally, we ask that you exercise a level of caution when using any electrical appliance by following all instructions and important safeguards.

READ ALL INSTRUCTIONS BEFORE USE AND SAVE FOR FUTURE REFERENCE.

WARNING: When using electrical appliances, basic safety precautions should always be followed as below:

1. Do not touch hot surfaces. Use handles or knobs.
2. To protect against electrical shock, NEVER immerse the electrical cord or the appliance in water or any other liquid.
3. Close supervision is necessary when any appliance is used by or near children.
4. Unplug from outlet when not in use and before cleaning. Allow to cool before putting on or taking off parts, and before cleaning.
5. Do not operate any appliance with a damaged cord or plug or after the appliance malfunctions, or has been damaged in any manner. Return appliance to the nearest authorized service facility for examination, repair or electrical or mechanical adjustment.
6. The use of accessory attachments not recommended by the manufacturer may cause injuries.
7. Do not use outdoors.
8. Do not let cord hang over the edge of the table or counter, or touch heated surfaces.
9. Do not place on or near a hot gas or electric burner, or in a heated oven.
10. Do not clean this appliance with metal scouring pads. Pieces can break off of the pad and touch electrical parts, creating a risk of electric shock.
11. Do not move the rice cooker while it is in operation.
12. Shut the appliance off before removing the plug from the electrical outlet.
13. Do not use this appliance for anything other than intended use.
14. To reduce the risk of electrical shock, cook only in the Inner Pot.
15. This appliance generates heat and escaping steam during use.
16. Proper precautions must be taken to prevent risk of burns, fires, or other damage to persons or property.
17. The cord of this appliance should be plugged into a 120 volt AC electrical outlet only.
18. When using this appliance, provide adequate air space above and on all sides for air circulation. Do not allow this appliance to touch curtains, wall coverings, clothing, dishtowels or other flammable materials during use.
19. Do not leave appliance unattended during use.
20. If this appliance begins to malfunction during use, immediately unplug the cord. Do not use or attempt to repair the malfunctioning appliance. Do not use the INNER POT or LID if cracked or chipped.
21. Unplug the rice cooker when not in use.
22. Use the rice cooker on a hard, flat surface. Do not place near heat, an open flame or on a soft surface (such as carpeting). Avoid placing it where it may tip over during use. Dropping the rice cooker may cause it to malfunction.
23. Avoid electrical shock by unplugging before washing or adding water.
24. To avoid burns, stay clear of the steam vent during cooking. Also, wait for the rice cooker to cool down completely before touching or cleaning the LID, INNER POT or heating plate.

IMPORTANT SAFEGUARDS (cont.)

25. Never use the INNER POT on a gas or electric cook top or an open flame.
26. This appliance is not intended for use by persons (including children) with reduced physical, sensory or mental capabilities, or lack of experience and knowledge, unless they have been given supervision or instruction concerning use of the appliance by a person responsible for their safety.
27. Do not leave the rice spatula or MEASURING CUP in the INNER POT while unit is on and in use.
28. Extreme caution must be used when moving an appliance containing hot oil or other hot liquids.
29. To disconnect, turn any control to "off", then remove plug from wall outlet.

SAVE THESE INSTRUCTIONS. THIS PRODUCT IS FOR HOUSEHOLD USE ONLY.

SHORT CORD PURPOSE

Note: A short power cord is provided to reduce the risk of personal injury resulting from becoming entangled in or tripping over a long cord.

Longer power-supply cords or extension cords are available and may be used if care is exercised in their use.

If an extension cord is used: (1) the marked electrical rating of the extension cord should be at least as great as the electrical rating of the product; (2) the extension cord should be arranged so that it will not drape over the counter top or tabletop where it can unintentionally be pulled on or tripped over by children or pets.

POLARIZED PLUG

If this appliance is equipped with a *polarized plug* (one blade is wider than the other), please follow the below instructions:

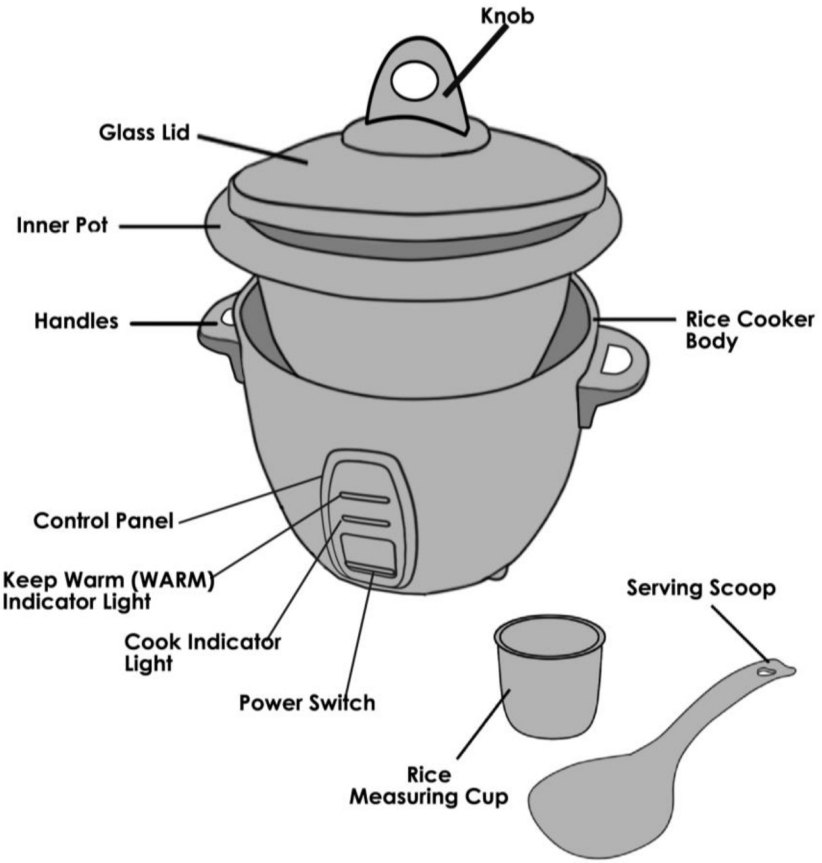
To reduce the risk of electrical shock, this plug is intended to fit into a polarized outlet only one way. If you are unable to fit the plug into the electrical outlet, try reversing the plug.

If the plug still does not fit, contact a qualified electrician. Never use the plug with an extension cord unless the plug can be fully inserted into the extension cord. Do not alter the plug of the product or any extension cord being used with this product. Do not attempt to defeat the safety purpose of the polarized plug.

INTRODUCTION

Congratulations on the purchase of your new Elite Gourmet by Maxi-Matic 10-Cup Rice Cooker with a stainless steel inner pot. Now you can cook perfect, fluffy rice every time. This easy to use appliance makes quick and convenient One-Pot meals and is sure to be a handy addition to any modern home kitchen.

PARTS IDENTIFICATION



BEFORE FIRST USE

- Clean all parts before using the product for the first time to remove any dust that may have accumulated while the product was in its original packaging. (Refer to the "CLEANING AND MAINTENANCE" section for further cleaning instructions.)
- Read all instructions and important safeguards.
- Remove all packaging materials and make sure that all parts of the Rice Cooker are in good condition.
- Wash all removable accessories with warm soapy water.
- Wipe body clean with damp cloth.
- Thoroughly dry all parts before reassembling the Rice Cooker for use or for storage.
- It is important that the outside surface of the inner pot is completely clean and dry before it is placed into the rice cooker. Water, food, or other substances on the pot will come into contact with the heating element and may cause damage to the product.

HOW TO USE

COOKING RICE:

1. Using the measuring cup provided, measure and add rice to the Inner Pot.
2. Add water to the inner pot. Use the water level markings inside of the inner pot as guides. Refer to rice/water measurement chart on page 5. If you are making brown rice, follow the special instructions for brown rice located below the rice/water measurement chart on page 6 of this manual.
3. Making sure that the Inner Pot is clean, dry and free of debris, set the Inner Pot in the Rice Cooker. *To avoid loss of steam and longer cooking times, do not open the lid at any point during the cooking process.*
4. Place lid onto pot and plug the Rice Cooker into the electrical outlet. The Rice Cooker will immediately enter Keep Warm and the WARM indicator light will illuminate.
5. Push the switch down to the "COOK" position to begin cooking your rice. The Cook Indicator Light will illuminate.
6. When the rice is complete, the Rice Cooker will automatically stop the cooking process and will enter the Keep Warm function. The WARM indicator light will illuminate.

CAUTION:

- Do not use abrasive cleaners.
- Do not immerse the rice cooker base, cord or plug in water at any time.

NOTE:

- Make sure the unit is unplugged from the electrical outlet before assembling. Dry all parts before plugging it into the outlet and operating it.
- For softer rice, let it soak in water for 10-20 minutes.

TIP:

- Rice contains excess starch which creates over-boiling watery bubbles when cooking. Rinse the rice 2-3 times under cool water and discard the water after each rinse until the water is mostly clear and not milky.
- Fatty ingredients can also reduce boiling over. Add a dash of coconut oil or butter to the uncooked rice and mix well. This will also add flavor to your rice.

HOW TO USE (cont.)

7. After cooking, allow rice to stand for 5-10 minutes without removing lid.
8. When finished, unplug the power cord from the electrical outlet.
9. Carefully remove the lid and serve using the serving scoop provided.
10. Once the Rice Cooker has cooled down, wash and thoroughly dry all parts.

CAUTION:

- Use extreme caution when removing the lid; escaping steam could lead to injury.
- Allow the lid to cool before removing. Placing a hot lid on a cool surface may cause it to crack or shatter.
- Do not remove the inner pot until it is cool to the touch; serve items using the serving scoop provided.
- Do not touch the rice cooker while it is cooking.

RICE MEASUREMENT CHARTS

WHITE RICE				
UNCOOKED RICE	**WATER** (firmer rice)	**WATER** (softer rice)	**WATERLINE** (inside pot)	**COOKED RICE YIELD**
1 cup	1 cup	1 cup + 3-4 tbsp	line 1	2 cups
2 cups	2 cups	2 cups + 6-7 tbsp	line 2	4 cups
3 cups	3 cups	3½ cups	line 3	6 cups
4 cups	4 cups	4¾ cups	line 4	8 cups
5 cups	5 cups	6 cups	line 5	10 cups

BROWN RICE		
UNCOOKED RICE	**WATER**	**COOKED RICE YIELD**
1 cup	1½ cup	2 cups
2 cups	2¾ cups	4 cups
3 cups	4 cups	6 cups
4 cups	5½ cups	8 cups
5 cups	6½ cups	10 cups

TIP:

- To remove the layer of rice that sticks to the bottom of the cooking pot, remove the cooking pot from the rice cooker and set aside with the lid covered. Let sit for 10 minutes away from any additional heat. Internal heat will loosen the rice and allow it to be scooped.
- Fatty ingredients can also reduce boiling over. Add a dash of coconut oil or butter to the uncooked rice and mix well. This will also add flavor to your rice.

HELPFUL TIPS

- DO NOT use more than 5 cups of uncooked white rice in this appliance at one time.
- The maximum capacity of this unit is 5 cups uncooked rice (4 cups if using brown rice) which yields 10 cups of cooked white rice (8 cups cooked brown rice).
- The water lines in the inner pot apply to white rice only.
- The measuring cup included with your rice cooker follows rice industry standards and is not equal to one U.S. measuring cup. The chart refers only to cups of rice/water based on the measuring cup provided.
- Rinse rice to remove excess bran and starch.
- Brown rice will take longer to cook and needs more water than white rice due to the extra bran and starch.
- If thick milky water spews from the lid during the cooking cycle, it means too much water was added.
- The various types of rice (brown, wild, jasmine, etc.) may have different cooking requirements and require longer cooking times and/or differing amounts of water. To achieve the best results, refer to the individual rice package instructions for cooking suggestions.
- DO NOT remove the lid during the steaming process in order to ensure better results when steaming.



TIP:

To remove the stubborn layer of rice that sticks to the bottom of the cooking pot, remove the cooking pot out of the rice cooker and set aside with the lid covered. Let sit for 10-minutes away from any additional heat. The internal steam and heat will loosen the layers and allow the rice to be scooped up easily afterwards.

CLEANING & MAINTENANCE

- ALWAYS UNPLUG UNIT AND ALLOW TO COOL COMPLETELY BEFORE ATTEMPTING TO CLEAN.
- DO NOT WASH THE MAIN RICE COOKER IN A DISHWASHER. NEVER IMMERSE THE RICE COOKER BODY OR POWER CORD IN WATER OR ANY OTHER LIQUID.
- DO NOT USE ANY ABRASIVE DETERGENTS, SOAPS, OR CLEANING MATERIALS WHEN CLEANING.
- DO NOT USE THE COOKING POT TO STORE HIGHLY ACIDIC OR ALKALINE FOODS FOR A LONG PERIOD.

1. Clean the stainless steel cooking pot after each use, rinse and dry thoroughly before using.
2. Remove the lid and stainless steel inner pot and wash by hand with warm water and soap or place into a dishwasher. Lid on top rack, pot on bottom rack.
3. Wash the measuring cup and spatula with warm water and soap.
4. Use a damp soapy cloth or sponge to clean the exterior of the Rice Cooker Base.
5. Dry all parts thoroughly before storing or cleaning.



NOTE:

-Keep the outside surface of the inner pot completely clean and dry before it is placed into the rice cooker. Water, food, or other substances on the pot that come in contact with the heating element may cause damage/ discoloration to the product.

-Remove discoloration to the Stainless Steel Inner Pot by soaking and washing in white vinegar solution diluted with water.

FACTS ABOUT RICE

Rice is more than just a side dish - it's one of the most widely consumed food staples, feeding nearly half of the world's population. For many cultures, rice is not just a food, but a part of everyday life. White rice can last many years, because the bran and germ are not intact. Brown rice and other whole-grain rice do not to keep longer than 6 months. It's best to use whole-grain rice within 3 to 6 months. It's also a good idea to store rice in a cool dry place, or better yet in your refrigerator or freezer.

WHITE RICE:
White rice is the most commonly consumed rice in the world. It works well as a balancing side dish and incorporates well with main dishes, stir-frys, etc. Most white rice cooks up in 20 minutes. Instant rice cooks up in 5 to 10 minutes.

BROWN/WILD RICE:
Brown rice has a higher nutritional value than white rice. Any variety of rice, including short, medium and long grain, can have a brown counterpart - all rice starts out as a
whole grain. Brown rice requires double the amount of cooking time, typically 40 minutes.

Wild rice is simply a seed of grass. It can be enjoyed just the same as white or brown rice. It has the longest required cooking time of up to 50 minutes. When cooked, the kernels typically split open giving the rice an airy, fluffy texture.

SUSHI RICE:
Sushi rice is commonly referred to as a short grain rice. Distinctly prepared, the rice is steamed and then combined with a mixture of sugar, salt and rice vinegar. Sushi rice varieties can also be used to make Asian desserts and rice pudding.

LIMITED WARRANTY* ONE (1) YEAR
WARRANTY IS VALID WITH A DATED PROOF OF PURCHASE FROM AN AUTHORIZED RETAILER

1. Your small kitchen appliance is warranted to the original purchaser to be free from any manufacturing defects under normal use and conditions for one (1) year, cord excluded. This Warranty applies only to the original purchaser of this product.
2. Retail stores/merchants selling this product do not have the right to alter, modify, or in any way revise the terms and conditions of the warranty.
3. If you use your appliance for household use and according to instructions, it should give you years of satisfactory service.
4. At its sole discretion, Maxi-Matic USA will either repair or replace the product found to be defective during the warranty period.
5. The repaired or replacement product will be in warranty for the remaining balance of the one-year warranty period and an additional one-month period.
6. Consumer's remorse is not an acceptable reason to return a product to our Service Center.
7. This limited warranty covers appliances purchased and used within the 50 U.S. states plus the District of Columbia and does NOT cover normal wear of parts or:
   - Damages caused by unreasonable use, neglect, normal wear and tear, commercial use, improper assembly or installation of product.
   - Damages caused in shipping.
   - Damages caused by replacement or resetting of house fuses or circuit breakers.
   - Defects other than manufacturing defects.
   - Breakage caused by misuse, abuse, accident, alteration, lack of proper care and maintenance, or incorrect current or voltage.
   - Lost or missing parts of the product. Parts will need to be purchased separately.
   - Damages of parts that are not electrical; i.e. cracked or broken plastic/glass, scratched/dented inner pots.
   - Damage from service or repair by unauthorized personnel.
   - Extended warranties purchased via a separate company or reseller.
   - Acts of nature such as fire, floods, hurricanes, tornadoes, etc.
8. **This warranty does not apply to re-manufactured merchandise.**

Maxi-Matic, USA shall not be liable for any incidental or consequential damages caused by the breach of any express or implied warranty. Apart from the extent prohibited by applicable law, any implied warranty of merchantability or fitness for a particular purpose is limited in time to the duration of the warranty.

*One Year Limited Warranty valid only in the 50 U.S. states plus the District of Columbia, excluding Puerto Rico and the Virgin Islands.
This warranty is effective only if the product is purchased and operated in the USA; product usage which is in violation of the written instructions provided with the unit will void this warranty. For international warranty, please contact the local distributor.

This warranty gives you special legal rights and you may also have other rights to which you are entitled which may vary by state, province, and/or jurisdiction.

**Any instruction or policy included in this manual may be subject to change at any time.

MAXI-MATIC, USA
18401 E. Arenth Ave. City of Industry, CA 91748
Customer Support Hours of Operation MON-FRI 8:30 AM - 5:00 PM PST
(800) 365-6133 Ext: 120/107/105; (626) 912-9877 Ext: 120/107/105
Visit: www.maxi-matic.com for Live Chat Support and Contact Us Form

RETURN INSTRUCTIONS

RETURNS:

A. Any return of defective merchandise to the manufacturer must be processed accordingly by first contacting customer service (info@maxi-matic.com) to obtain an RA # (Return Authorization Number). We will not accept any returns of merchandise without an applicable RA #.

B. **IMPORTANT RETURN INSTRUCTIONS.** Your Warranty depends on your following these instructions if you are returning the unit to Maxi-Matic, USA:

1. Carefully pack the item in its original carton or other suitable box with sufficient cushioning to avoid damage in shipping.
2. Before packing your unit for return, be sure to enclose:
   a) Your name, full address with zip code, daytime telephone number, and RA#,
   b) A dated sales receipt or PROOF OF PURCHASE,
   c) The model number of the unit and the problem you are having (Enclose in an envelope and tape directly to the unit before the box is sealed,) and
   d) Any parts or accessories related to the problem.
3. Maxi-Matic, USA recommends that you ship the package via UPS ground service for tracking purposes. **We cannot assume responsibility for lost or damaged products returned to us during incoming shipment.** For your protection, always carefully package the product for shipment and insure it with the carrier. C.O.D shipments cannot be accepted.
4. **All return shipping charges must be prepaid by you.**
5. Once your return has been received by our warehouse, Maxi-Matic, USA will repair or replace the product if it is defective in material or workmanship, subject to the conditions in paragraph B.
6. **Maxi-Matic will pay the shipping charges to ship the repaired or replacement product back to you.**

Elite Gourmet®

Elite Customer Service Center

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Actual product may vary from the images/illustrations in this manual due to continual product improvement.

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