

# KitchenAid®

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## **KITCHENAID, ANDREW ZIMMERN TEAM UP FOR FIRST MAKE-ALONG AT THE FOOD & WINE CLASSIC IN ASPEN**

***Non-Attendees Invited to Participate via Facebook Live and  
Sweepstakes Offering Hands-On Cooking Experience with Zimmern***

FOR IMMEDIATE RELEASE: Benton Harbor, MI (June 16, 2017) – For the first time in the history of this highly celebrated food festival, attendees of the FOOD & WINE Classic in Aspen will have an opportunity to not just watch a culinary star demonstrate the art of making, but to make alongside them.

In collaboration with the FOOD & WINE Classic and award-winning TV personality and chef Andrew Zimmern, KitchenAid is sponsoring the festival's first-ever Make-Along, giving 12 festivalgoers a chance to make dishes together with Zimmern. The process for selecting invitees will be fair and random, with specifics to be disclosed on the day of the event to ensure that all festivalgoers have a chance to win, according to Beth Robinson, senior manager of brand experience for KitchenAid.

Scheduled for Saturday, June 17, the Make-Along will be shared via Facebook Live from 12:30pm to 1:15pm MT, giving viewers a chance to ask questions and interact with Zimmern and his guests. Those not attending the festival will also have an opportunity to enter a sweepstakes for a trip to Zimmern's culinary studio in Minneapolis for a private, hands-on cooking experience for two in his fully equipped KitchenAid kitchen.

“At KitchenAid we believe that watching is wonderful, but making is even better,” said Robinson.

“Beyond those lucky enough to enjoy this special festival event, we wanted to give a broader audience the chance to win their own experience with Zimmern.”

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As a longtime sponsor of the festival, KitchenAid is once again providing fully outfitted kitchen stages for culinary demos by such notables as Daniel Boulud, Scott Conant, Carla Hall, Johnny Iuzzini, Stephanie Izard, Gail Simmons, Curtis Stone, Zimmern and others. A display of the brand's latest major and small appliances will also be on hand at Grand Tastings scheduled for each day of the festival.

Since the introduction of its legendary stand mixer in 1919 and first dishwasher in 1949, KitchenAid has built on the legacy of these icons to create a complete line of products designed for cooks. Today, the KitchenAid brand offers virtually every essential for the well-equipped kitchen with a collection that includes everything from countertop appliances to cookware, ranges to refrigerators, and whisks to wine cellars. Cook for the Cure®, the brand's partnership with Susan G. Komen®, is now in its 15<sup>th</sup> year and has raised over \$10 million to help find a cure for breast cancer. To learn more, visit [KitchenAid.com](http://KitchenAid.com) or join us at [Facebook.com/KitchenAid](https://Facebook.com/KitchenAid) and [Twitter.com/KitchenAidUSA](https://Twitter.com/KitchenAidUSA).

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