

KitchenAid®

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KITCHENAID EXPANDS BLACK STAINLESS COLLECTION OF MAJOR APPLIANCES

BENTON HARBOR, Mich (April 27, 2017) – KitchenAid is expanding its popular line of black stainless major appliances to include a number of new built-in and freestanding ranges and refrigerators. Originally launched in 2015 as the industry’s first appliances with a black stainless steel finish, the collection will feature a total of 54 appliance models by the end of the summer, including refrigerators, wall ovens, ventilation hoods, dishwashers, under counter beverage centers and more. With the upcoming additions, KitchenAid will have one of the most complete offerings of black stainless appliances in the industry.

“The feedback we’ve received on our black stainless finish from consumers, the design community and even professional chefs when we first introduced it has been overwhelmingly positive,” says Beth Robinson, senior manager of brand experience for KitchenAid. “We’ve made it a top priority to expand our black stainless appliance portfolio to include even more options so that virtually any consumer can have a black stainless suite, regardless of their kitchen layout.”

New black stainless offerings include six models of slide-in ranges, freestanding ranges and freestanding double oven ranges. Slide-in and freestanding ranges are available now and electric and gas double oven ranges will be available in June and August, respectively. For new kitchen builds, added built-in refrigerator options include 48” and 42” Side-by-Side models and a 36” French Door model will be available in May.

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About KitchenAid

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 15th year and has raised over \$10 million to help find a cure for breast cancer. To learn more, visit KitchenAid.com or join us at Facebook.com/KitchenAid and Twitter.com/KitchenAidUSA.

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