

# KitchenAid®

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## KITCHENAID INTRODUCES LIMITED EDITION ARTISAN® BLACK TIE STAND MIXER

BENTON HARBOR, MI (February 15, 2017) – KitchenAid, long known for its colorful and coveted stand mixers, today unveiled its first monochromatic version as a limited edition offering. The Artisan® Black Tie Limited Edition 5-Quart Stand Mixer features stunning Cast Iron like textured finishes and premium materials, including die cast zinc, satin and black chrome. The new mixer marks both a celebration and evolution of this iconic kitchen essential's 85 available colors and finishes.

Available exclusively on [kitchenaid.com](http://kitchenaid.com), only 500 Artisan® Black Tie Stand Mixers will be sold in the U.S., each individually numbered on the custom trim band. A commemorative card authenticated by John McConnell, Senior Design Manager for KitchenAid small appliances and Ken Hossler, Senior Director of Manufacturing for KitchenAid will accompany all limited-edition models.

“The Artisan® Black Tie’s classic design and bold, all-black finish represents a modern and sophisticated take on the classic Stand Mixer,” says McConnell. “Like the little black dress, or classic tuxedo, the new mixer is a timeless collector’s item that will never go out of style.”

The limited edition model includes a 5-quart black stainless steel bowl, black coated beater and dough hook. All are dishwasher safe and boast the same robustness as standard models.

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“KitchenAid has always been known as a pioneer in bringing bright pops of color into the kitchen,” adds McConnell, “During the past two years, we’ve successfully expanded both our small and major appliance offerings to include a variety of new satin and matte finishes that add elegant, understated accents to existing decor.”

The Artisan® Black Tie Limited Edition 5-quart Stand Mixer is now available for purchase exclusively on [kitchenaid.com](http://kitchenaid.com) at a price of \$999.99.

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 16<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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