

# KitchenAid®

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## **NEW ATTACHMENTS HELP MAKE KITCHENAID® STAND MIXER A TRUE “CULINARY CENTER”**

**CHICAGO** (March 17, 2017) – For those using the “I don’t bake” excuse for not investing in a KitchenAid® Stand Mixer, the brand has introduced two new attachments that reinforce its role as the culinary center of the kitchen. A new Fresh Prep Slicer/Shredder attachment and Vegetable Sheet Cutter attachment will join more than a dozen other attachments used for grinding meat and grains, spiralizing and juicing, and making everything from ice cream to pasta.

“There’s no question that Stand Mixers have always been a kitchen essential for bakers,” notes Beth Robinson, senior manager of brand experience for KitchenAid. “But every cook should know that each KitchenAid® Stand Mixer model has an attachment-ready Power Hub that opens up a world of possibilities for making one appliance do the work of many.”

**The Fresh Prep Slicer/Shredder attachment** was designed to take the work out of adding freshly sliced or shredded ingredients to salads, entrees and other dishes. Three quick-change blades can handle everything from slicing cucumbers to shredding cheeses or vegetables, saving significant time with basic tasks. A 2-in-1 food pusher provides ideal slicing performance for both large and small diameter fruits and vegetables, from cucumbers to celery. The attachment is packed and organized inside its own storage case designed for easy access and simple storage. The blades and food pusher are dishwasher safe for easy cleanup; the main body can be hand washed. The Fresh Prep Slicer/Shredder attachment is scheduled for availability in April at a suggested retail price of \$64.99.

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**The new Vegetable Sheet Cutter attachment** cuts fruits and vegetables into thin sheets for making fresh, alternative versions of everyday dishes. Cooks can make substitutions for pasta and wraps, or reinvent snacks and sweet dishes, by creating sheets of zucchini, sweet potatoes, apples, cucumbers and other fruits and vegetables. Two blades allow for making thinner or thicker sheets, depending on preference or recipe and premium metal construction provides durable, long lasting performance. The KitchenAid® Vegetable Sheet Cutter is packed and organized inside its own storage case, designed for easy access and simple storage. Both blades, as well as a cucumber and zucchini adaptor, skewer and food holder, are dishwasher safe on the top rack. The body can be wiped clean with a warm damp cloth. The Vegetable Sheet Cutter attachment is scheduled for availability in August at a suggested retail price of \$129.99.

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 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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