

KitchenAid®

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KITCHENAID ADDS PREMIUM CUTTING BOARDS AND CERAMIC CUTLERY TO OFFERINGS

CHICAGO (March 19, 2017) – KitchenAid, long known for the precision, design and durability of its cookware and cutlery, is introducing premium ceramic cutlery as well as wood and poly cutting boards to the brand's offerings. Thoughtfully designed and crafted from the highest quality materials, the new ceramic cutlery sets and cutting boards are sure to become essentials for the well-equipped kitchen.

"KitchenAid currently offers a large selection of forged and professional grade steel cutlery that cater to a variety of cooking style and needs" says Wendeline Camp, global product marketing manager. "As we expand our cutlery and cutting board collection, our goal is to provide cooks with high-quality tools that both assist in and help fuel culinary creativity."

Ceramic Cutlery

The new KitchenAid series of ceramic cutlery offers an exciting alternative to traditional stainless steel knives and is a durable, long lasting addition to any kitchen cutlery collection. The line includes tough-grade black matte ceramic knives with precision diamond grind blades that stay sharp up to 10 times longer than stainless steel cutlery*. The ceramic blades feature a black matte hue, offer a rust-free guarantee, are Dishwasher Fearless™, and incredibly durable, yet light in weight. The line includes an 8" chef knife, 6" chef knife, 6" serrated bread knife, 5" santoku knife and a 3" paring knife.

Currently available, the knives will be available for purchase separately at a suggested retail price of \$39.99, \$34.99, \$39.99, \$34.99 and \$19.99, respectively, as a 4-piece set with a suggested retail value of \$79.99 and as a 3-piece set with a suggested retail value of \$59.99.

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Wood Cutting Board

Made from high quality materials and artfully designed, the new wood cutting boards are a practical and attractive addition to any kitchen countertop. Available in three premium wood finishes, the double-sided board features one flat side with measure marks for more precise preparations while the second side boasts a drain-away tray to allow juices, gravy and liquids to flow away from the cutting surface. Available in 15mm thick Bamboo, 25mm thick Acacia and 25mm thick Walnut, the boards are extremely durable, yet gentle on knives to prevent dulling of blades.

Available in July 2017, the boards will be offered in size 8"x11", 11" x 14", 12"x"18, with a suggested retail price of \$19.99 - \$59.99 based on material and size.

Poly Cutting Board

For those who opt for a simple and versatile board, the brand's new poly cutting board is ideal for quick and easy cutting, chopping or prepping. Constructed of solid polymer material, the doubled-sided board is warp-free, heat-resistant and features measure marks for precise tasks. It is also dishwasher safe making clean-up very easy.

Available in July, the poly board will be offered in 8"x11" and 11"x14" in White with a suggested retail price of \$12.99 - \$19.99.

Non-Slip Poly Cutting Board

The new non-slip poly cutting board includes all the premium features of the poly cutting board with the addition of a non-slip design system and drain-away tray on one side, allowing juices to flow away from the cutting space. Designed with safety and ease of use in mind, each two-sided board has a non-slip grip, making it easy to cut and chop food without it slipping away. Both boards are also dishwasher safe for hassle free cleaning.

Available in July, the non-slip poly board will be available in 8"x11" and 11" x14" in Tangerine, Ice Blue, Signature Red and Aqua Sky with suggested retail price of \$14.99, \$29.99 and a 2-pack for \$29.99.

Electronic Device Holder Cutting Board

Made with the modern, connected cook in mind, KitchenAid has added a cutting board with a convenient electronic device holder to its lineup of new offerings. Keep your electronic devices safe and dry as you follow an online recipe, watch a cooking demonstration or chat with family and friends. Featuring a non-slip grip and warp-free guarantee, the new board is constructed of solid polymer that is dishwasher safe.

Available in July, the electronic device holder cutting board will be available in Matte Grey for a suggested retail price of \$12.99.

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 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

*According to ISO 8442-5 Section 3.4 edge retention testing against Stainless Steel 1.4028 and 1.4116.

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TO PRESS: To view the KitchenAid International Home + Housewares Show 2017 press kit, please visit http://housewares_show.vporoom.com/KitchenAid. To view high resolution product images and view the latest press releases, please visit the KitchenAid online press room at: <http://news.kitchenaid.com/category/press-room/>