

KitchenAid®

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KITCHENAID UNVEILS COVETABLE NEW COLORS AT HOUSEWARES SHOW

CHICAGO (March 18, 2017) – KitchenAid, the pioneer in bringing color to countertop appliances, is adding new stand mixer colors, small appliance collection hues, and finishes to its palette of over 86 color variations. New colors Avocado Cream, Black Violet, Ink Blue, and Milkshake, all featuring the brand’s popular matte finish, will join the current matte finish stand mixer options. Small appliance collection offerings have expanded to include existing colors Guava Glaze, Matte Grey and Matte Black.

“The kitchen is a key place for cooks to play and experiment with favorite new and trending colors,” says Jessica McConnell, Senior Manager of Color, Finish and Material Design for KitchenAid. “Our ever-expanding small appliance color and finish offerings provides consumers even more freedom to curate and enliven kitchen countertops.”

Stand Mixer Colors

Avocado Cream, the latest option in matte Artisan® Mini stand mixer finishes, offers an earthy yet contemporary approach to a more traditional pastel hue, perfect for natural kitchen finishes and countertops. It will be available for the Artisan Mini stand mixer (\$399.99) beginning in July.

Joining the Artisan® Series offerings are new colors **Black Violet**, and **Ink Blue**. Black Violet with its deep purple hue, a more indulgent and velvety alternative to the brighter purple stand mixer colors currently available. The new Ink Blue shade offers a softer alternative to Matte Black, while still maintaining a neutral tone. Inspired by classic ink blue glaze on white bone china tableware, the deep, rich blue fits seamlessly into a variety of kitchen color schemes. Offered only on the Artisan® Series 5 Quart stand mixer (\$429.99), Ink Blue will be available in July and Black Violet will be available in September.

Milkshake, a welcome new addition to both the Artisan and Professional Series, adds warm-toned, neutral option to the brand’s existing lineup of natural and off-white offerings. It will be available for both the Artisan® Series 5 Quart stand mixer (\$429.99) and Pro 600™ Series 6 Quart stand mixer (\$569.99) beginning in July.

Countertop Appliance Suites

Popular finishes **Matte Grey** and **Matte Black** are the brand's latest hues to expand across a full suite of KitchenAid countertop appliances. Matte Grey offers a sleek, more modern alternative to the traditional metallic silvers, while the cast iron appearance of the Matte Black exudes a more elegant and timeless style. Both soft, non-glossy hues pair well with dark, minimalist countertops and black stainless appliances, but can also serve as a neutral asset to bolder in more colorful kitchen schemes.

Glossy hue **Guava Glaze** is also expanding to include a suite of small appliance offerings. Displaying the depth and shine of rose quarts, the rich and creamy pink has become a popular accent in modern kitchens and interior design trends.

"Satin and matte finishes have become increasingly popular in kitchens, especially ones that have minimal space," notes McConnell. "Consumers are seeking the comfort of more natural and balanced environments, which leads them to softer finishes that support an authentic and cozy feeling in their home".

Currently available for Artisan® Mini stand mixer and Artisan® Series 5 Quart stand mixer, Matte Grey and Matte Black will be offered in 3.5-cup mini food processor (\$49.99), 2-speed hand blender (\$59.99), and 5-speed hand mixer (\$59.99), 1.25L Electric Kettle (\$99.99), Diamond Blender (\$159.99), and Pour Over Coffee Brewer (\$169.99) in September. Guava Glaze is currently available for the Artisan® Mini stand mixer, and will expand to include the 3.5-cup mini food processor, 2-speed hand blender, 5-speed hand mixer, Diamond Blender, Artisan® Series 5 Quart stand mixer, Pro 600™ Series 6 Quart stand mixer in October.

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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