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NEW COFFEE PRODUCTS FROM KITCHENAID

BENTON HARBOR, MI (March 6, 2016) – Building on its collection of highly regarded craft and automatic coffee products, KitchenAid is introducing two new additions designed to satisfy even the most demanding coffee lovers. They include a Digital Scale Jar accessory for the KitchenAid® Burr Grinder and a 12-Cup Coffee Maker with One Touch Brewing that simplifies the ritual of preparing a proper cup of coffee.

“These new coffee products address several fundamentals of brewing superior coffee,” notes Derek Ernst, global director of marketing for KitchenAid® Small Appliances. “Namely, weighing beans precisely before grinding to the desired consistency and creating the ideal timing, temperature and conditions for exposing ground beans to pure, filtered water.”

“And because making coffee is generally a daily ritual for coffee lovers, we’ve incorporated timeless design elements inspired by our iconic stand mixer to ensure it’s worthy of a permanent place on the countertop” he added.

The KitchenAid® Digital Scale Jar, which can be used either as an add-on to the current KitchenAid® Burr Grinder or as a standalone scale, simplifies the process of precisely weighing beans before grinding. Together with the Burr Grinder, this allows coffee aficionados to brew a consistent cup every time, and experiment with different ratios and grinds. An LCD digital display indicates exact weight in grams, the universal weight standard for achieving barista-quality results. The easy-to-clean scale operates on three AAA batteries and is durably constructed with a stainless steel jar.

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Scheduled for availability in September, the KitchenAid® Digital Scale Jar will carry a suggested retail price of \$69.99.

The new KitchenAid® 12-Cup Coffee Maker with One Touch Brewing was designed to simplify the morning ritual of preparing coffee. Three brew modes include bold strength, regular strength and small batch mode for optimizing heat and water saturation when making two to four cups.

Waking up to a hot, flavorful cup of coffee is easy thanks to a 24-hour programmability feature controlled by simple, intuitive settings. A pause and pour feature allows for interrupting the full brewing cycle to pour a cup. Its glass carafe, brew basket and gold tone filter are dishwasher safe, and a charcoal filter is provided for purifying water for better coffee flavor.

Scheduled for availability in August, the new KitchenAid® 12-Cup Coffee Maker with One Touch Brewing will be offered in Onyx Black or White 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 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

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