

KitchenAid®

Contacts:

Jenna Llewellyn
Digitas
212.699.0251
jenna.llewellyn@digitas.com

Beth Robinson
KitchenAid
269.923.4770
beth_l_robinson@kitchenaid.com

NEW KITCHENAID® STAND MIXER: SMALL YET MIGHTY

BENTON HARBOR, MI (March 4, 2016) – KitchenAid has exciting news for Stand Mixer lovers everywhere. The power, iconic design, color choices and endless possibilities synonymous with this culinary workhorse will soon be available in a size ideally suited for limited counter space and “smaller batch” lifestyles.

The new Artisan® Mini Stand Mixer is scheduled to initially launch in the U.S. this summer, with a global launch slated for later in the year. Offering the same power and performance as the brand’s Classic™ Stand Mixer, the Mini Artisan mixer features a 3.5-quart capacity and is 20% smaller and 25% lighter. It joins a collection that includes 4.5-, 5-, 6- 7-, and 8-quart models, and represents the first downsizing of the Stand Mixer since 1962. Manufacturer’s suggested retail price is \$399.99.

“Particularly among millennials, urban dwellers and empty nesters we saw a desire for a smaller mixer that provides the same overall features of our larger models,” notes Derek Ernst, global marketing director for KitchenAid small appliances. “Most importantly, it offers the same wonderful user experience – and the moments and memories this experience creates – that we hear about so often from Stand Mixer fans.”

This new model can quickly and efficiently mix and knead ingredients for up to five dozen cookies or a loaf of bread. By comparison, the 5-, 6- and 7-quart mixers can accommodate from eight to 12 dozen cookies or two to four loaves of bread.

Like its larger siblings, the Artisan® Mini model includes a flat beater, wire whip and dough hook, and accommodates all optional hub-based attachments available for larger models. Available hub attachments include everything from a spiralizer, pasta maker and food grinder to a food processor and juicer.

“With the use of attachments, there’s very little this machine can’t do in the kitchen,” said Ernst. “Those new to cooking and baking, and those highly accomplished in the kitchen, will find so many ways to explore new culinary territory.”

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The Artisan® Mini stand mixer will be offered in Contour Silver, Empire Red, Guava Glaze, Honeydew, Hot Sauce, Matte Black, Matte Grey, Matte White, Orange Sorbet and Twilight Blue.

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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