

KitchenAid®

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NEW KITCHENAID® MINI FOOD PROCESSOR: A COMPACT MULTI-TASKER

CHICAGO (March 7, 2016) – KitchenAid is debuting a new compact food processor at this week’s International Home + Housewares Show in Chicago. Featuring a 3.5-cup capacity, the new KitchenAid mini food processor was designed to simplify smaller chopping, mixing and pureeing tasks for daily meal preparation.

“Whether looking to eat healthier, be more creative in the kitchen, or just save time, the new mini food processor significantly streamlines the process of preparing food,” said Beth Robinson, senior manager of brand experience for KitchenAid. “Its compact size makes an already useful and versatile tool even more convenient for everyday cooking.”

Compact and lightweight, the mini food processor’s size makes it an easy and accessible “go to” tool for quickly chopping ingredients, preparing dressings or making sauces. Two speeds and a pulse operation provide precise control to produce coarse or fine results for everything from chopping nuts to making creamy, homemade hummus. The uniquely designed stainless steel blade precisely chops and purees, and locks in place for convenient pouring. The easy to clean work bowl, lid, and blade are all dishwasher safe.

The mini food processor will be available in a range of new colors including Twilight Blue, Hot Sauce, White, Onyx Black, Contour Silver, Ice, Liquid Graphite, Cocoa Silver, Boysenberry, Green Apple, Watermelon, Majestic Yellow, Empire Red, Tangerine, and Pink. Available in September, the new 3.5-cup model will carry a suggested retail price of \$49.99

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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](https://www.facebook.com/KitchenAid) and [Twitter.com/KitchenAidUSA](https://twitter.com/KitchenAidUSA)

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TO PRESS: To view the KitchenAid International Home + Housewares Show 2016 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/>