

KitchenAid®

Contacts:

Jenna Llewellyn
Digitas
212.699.0251
jenna.llewellyn@digitas.com

Beth Robinson
KitchenAid
269.923.4770
beth_l_robinson@kitchenaid.com

KITCHENAID UNVEILS FRESH NEW COLORS AT HOUSEWARES SHOW

CHICAGO (March 5, 2016) – KitchenAid, the pioneer in bringing color to countertop appliances, is adding new stand mixer colors, finishes, and accents to its palette of over 85 color variations. In addition to the new shades Ocean Drive and Silk Pink, new finishes include Matte White, Matte Gray, and Matte Black. An additional color, Hot Sauce, will be available in a suite of four appliances including the new Artisan® Mini stand mixer, hand mixer, hand blender, and food chopper.

“With today’s constantly evolving kitchen design and color trends, consumers have many more options for creating accents and focal points throughout the kitchen,” says John McConnell, design manager of small appliances for KitchenAid. “Our colorful countertop appliances can help enliven a kitchen space by offering fun and easy ways to weave new trends and personal style statements into existing décor.”

The newest color addition to the Artisan® Series, **Ocean Drive**, is the brand’s first-ever stand mixer color chosen by fans out of 24 other choices during the KitchenAid “A Color for Every Cook” sweepstakes held in March, 2015. The sensual hue has a luminous and glossy finish, perfect for adding a lively yet sophisticated touch to any neutral kitchen space. It will be available for the Artisan® Series stand mixer (\$429.99) beginning in July.

Silk Pink is the latest color to join the KitchenAid® Artisan® Design Series color collection. The creamy hue adds a touch of silky sheen to countertops and a soothing ambiance to any kitchen space. It is suited especially well with white kitchen finishes or light colored countertops. It will be available for the Artisan® Design stand mixer (\$459.99) beginning in August.

The new finishes joining the KitchenAid® Artisan® Series are the brand’s first foray in increasingly popular kitchen décor trend of understated surfaces, and will be offered in **Matte White**, **Matte Grey**, and **Matte Black**. All of the soft, non-glossy hues pair well with dark, minimalist countertops and black stainless appliances, and can also serve as a neutral asset to bolder and more colorful kitchen schemes. All of the finishes will be available for the Artisan stand mixer (\$429.99) beginning in July.

- more -

KITCHENAID UNVEILS FRESH NEW COLORS AND FINISHES AT HOUSEWARES SHOW/Page 2

Hot Sauce, the brand's newest color to be featured on a suite of countertop appliances, adds a hint of spice to this year's lineup of new hues. Fierce and fiery, the shade lends a dynamic element to any kitchen space, pairing especially well with neutral tones and stainless steel appliances. Hot Sauce will be available for the new Artisan® Mini Series stand mixer (\$399) in June, and the 3.5-cup mini food processor (\$49.99), 2-speed hand blender (\$59.99), and 5-speed hand mixer (\$59.99) in September.

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

###

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/>