

# KitchenAid®

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## **KITCHENAID EXPANDS CUTLERY LINE WITH CLASSIC FORGED, PROFESSIONAL GRADE STAINLESS STEEL AND CERAMIC COLLECTIONS**

**CHICAGO** (March 8, 2016) – KitchenAid has significantly expanded its premium cutlery collection with classic forged, triple rivet 14- and 16-piece sets, professional grade 5-, 7- and 11-piece block sets, new block finishes, and its first line of high performance ceramic cutlery.

“We implemented advanced design techniques and incorporated premium quality materials into our newest cutlery collections,” said Michael Huie, global business unit director for KitchenAid. “As we expand this collection, our goal is to provide cooks with high-quality tools that artfully combine performance, function and design.”

### **Classic Forged Cutlery**

KitchenAid brand’s latest addition to its growing premium line of cutlery sets includes two new collections of classic forged cutlery comprised of 14- and 16-piece triple rivet sets as well as 12- and 14-piece brushed stainless steel set. Both sets feature high carbon, precision ground, 1.4028 German stainless steel forged blades that are dishwasher safe and resistant to stains and corrosion. The classic forged cutlery sets are housed in innovative and stylish knife blocks featuring integrated diamond sharpeners, making sharpening quick and convenient, and designed with optimal angles for easy placement under kitchen cabinets.

The 14-piece set includes shears, an 8” chef knife, 8” scalloped bread knife, 5.5” serrated utility knife, 4.5” santoku knife, 3.5” paring knife, and a set of six 4.5” steak knives. The 16-piece set includes the same pieces plus an 8” slicer knife, and 3.5” santoku knife. All knives have triple rivet comfort handles and both sets are housed in sleek silver painted wood block with integrated sharpener.

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The classic forged brushed stainless steel collection includes 12- and 14-piece knife sets in an elegant and natural bamboo finish wood block with integrated sharpener. The set's stainless steel blades are forged from a single piece of steel from the tang to the bolster. Brushed stainless steel handles are ergonomically designed for precise balance, ultimate comfort and easy handle control. Both brushed stainless steel sets include the same pieces as the 14-piece classic forged rivet collection with the exception of the steak knives, which are included as a set of four in the 12-piece set.

Available now, the triple rivet forged cutlery collection carries a suggested retail price of \$124.99 for the 14-piece set and \$139.99 for the 16-piece set. The classic forged brushed stainless steel cutlery collection currently retails for \$124.99 for the 14-piece set and \$114.99 for the 12-piece set. All forged cutlery items are also available for purchase separately and as a three-piece starter set -- including an 8" chef knife, 5.5" utility and 3.5" paring knife -- priced at \$39.99.

### **Professional Grade Cutlery**

The new professional grade cutlery collection includes a 5-piece, 7-piece and an 11-piece set, all constructed with high quality, German manufactured stainless steel. The steel undergoes a precise ice-hardening treatment, using a series of heating and cooling processes to strengthen corrosion resistance and flexibility, resulting in long lasting sharpness and better protection against rust. The cutlery sets' hand-finished edges allow for clean cuts and easy sharpening. New professional wood block designs feature natural wood hues including Acacia Wood and Dark Ash.

The 5-piece set includes shears, an 8" chef knife, 5.5" serrated utility knife, and 3.5" paring knife. The 7-piece set includes shears, a knife sharpener, 8" chef knife, 8" scalloped bread knife, 5.5" serrated utility knife, and 3.5" paring knife. The 11-piece set includes the same pieces plus an 8" slicer knife, 7" santoku knife, 6" utility knife and 3" paring peeler.

Professional 5-, 7-, and 11-piece natural Acacia and Dark Ash wood knife blocks sets are scheduled for availability in August with a suggested retail price of \$399.99, \$599.99 and \$799.99, respectively.

Professional designer block sets are available now in Candy Apple Red, Frosted Pearl White, Onyx Black, Sugar Pearl Silver and Raspberry Ice at \$599.99 for the 7-piece set and \$799.99 for the 11-piece set. The designer block 5-piece set is scheduled for availability in July at a retail price of \$499.99.

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In addition to the new professional cutlery sets, two sets of modern steak knives will also join the brand's new professional cutlery line. Featuring jewel steel triple rivet handles and ice-hardened German steel blades, the new steak knives are available in 4-piece and 6-piece sets and include a fitted wood insert-style block for convenient drawer storage. The 4- and 6-piece sets will be available in August at a retail price of \$199.99 and \$299.99, respectively.

A-la-cart additions to the cutlery sets include recently redesigned take-apart kitchen shears featuring comfort grip handles, and integrated nutcracker. Available in August, the new shears are dishwasher safe and carry a suggested retail price of \$24.99.

### **Ceramic Series Cutlery**

The new KitchenAid series of ceramic cutlery offers an exciting alternative to traditional stainless steel knives and a durable, long lasting addition to any kitchen cutlery collection. The line includes 5 stone gray zirconium dioxide ceramic knives featuring precision diamond grind blades that stay sharp up to 10 times longer than stainless steel cutlery. The ceramic blades feature a black matte hue, offer a rust-free guarantee, are stain resistant, and incredibly durable, yet light in weight. The line includes an 8" chef knife, 6" chef knife, 6" serrated bread knife, 5" santoku knife and a 3" paring knife.

Available in August, the knives will be available for purchase separately at a suggested retail price of \$39.99, \$34.99, \$39.99, \$34.99 and \$19.99, respectively, and as a 4-piece set with a suggested retail value of \$79.99.

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 15<sup>th</sup> year and has raised over \$10 million to help find a cure for breast cancer. To learn more, visit [KitchenAid.com](http://KitchenAid.com) or join us at [Facebook.com/KitchenAid](https://Facebook.com/KitchenAid) and [Twitter.com/KitchenAidUSA](https://Twitter.com/KitchenAidUSA)

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