

KitchenAid®

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KITCHENAID® UPGRADES STAND MIXER ATTACHMENTS, ADDS NEW BOWL OPTION

CHICAGO (March 7, 2016) – As they have since the brand's iconic stand mixer was introduced in 1919, the engineers and designers at KitchenAid® have been busy coming up with new ways for cooks to customize and enhance the versatility of this kitchen essential. This year, the brand is introducing a new, textured ceramic bowl and upgrading three of its popular stand mixer attachments, the spiralizer, the pasta press, and the pasta roller and cutter set.

“On its own the stand mixer is an incredibly versatile machine, particularly for those who love to bake,” notes Beth Robinson, senior manager of brand experience for KitchenAid. “By simply adding attachments and bowl options, it becomes a powerful, customizable tool for baking, cooking and simplifying food preparation.”

New Ceramic Bowl

Designed to complement any of the many available stand mixer colors, the new ceramic bowl combines a unique embossed diamond pattern with a Matte White finish. Made with a durable, non-porous, chip-resistant ceramic, the bowl is dishwasher and microwave safe and features a convenient pouring spout and comfortable handle. The bowl, which fits all 4.5-quart and 5-quart stand mixer models, is scheduled for availability in July 2016 at a suggested retail price of \$99.99.

The ceramic embossed bowl joins a collection of 5-quart ceramic bowls available in Glacier, Majestic Yellow, Onyx Black, Purple and White Chocolate. Glass bowls available for tilt-head stand mixer models include hammered glass, frosted glass, and clear glass finish options.

Spiralizer Blades

The newest of the stand mixer attachments, the spiralizer, adds two new blade accessories to the existing five blades, increasing its versatility to offer thirteen combinations of spiralizing, slicing, peeling and coring of fresh fruits and vegetables. The new thin blade set offers cooks the ability to create ultra-fine angel hair zucchini noodle strands for a healthy alternative to flour based pasta, and delicately thin fruit

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and vegetable slices and spirals for bright, seasonal garnishes. Available in April 2016, the new thin blade set will carry a suggested retail price of \$39.99. The complete spiralizer attachment with all seven blades is scheduled for availability in April 2016 at a suggested retail price of \$149.99. The original spiralizer attachment featuring five quick-change blades will continue to be offered at \$129.99.

Pasta Making Attachments

The popular pasta making attachments for the stand mixer have been given a sleek, updated look. Crafted of premium, commercial-style stainless steel, the new pasta roller features eight settings, allowing for more precise control over desired pasta sheet thickness. Upgraded pasta cutters can accommodate larger batches of spaghetti, capellini, and fettuccini. The 3-piece pasta roller and cutter set attachments will carry a suggested retail price of \$249.99, the 2-piece cutter sets for \$149.99, and the new pasta roller can be purchased separately for \$99.99.

The new gourmet pasta press also features an updated design and offers six interchangeable pasta plates for making fresh spaghetti, rigatoni, fusilli, large macaroni or small macaroni. A built-in wire cutter offers increased precision in cutting pasta to desired lengths. The attachment's sleek and convenient storage case allows for quick and convenient storage of the parts while not in use. The gourmet pasta press is scheduled for availability in July 2016 at a suggested retail price of \$189.99.

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 Facebook.com/KitchenAid and Twitter.com/KitchenAidUSA

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