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NEW GELATO AND PASTA MIXES FOR KITCHENAID® STAND MIXERS

BENTON HARBOR, MI (March 7, 2016) – Franzese®, an innovative food development company, has partnered with KitchenAid, creating premium gelato and pasta mixes specifically for use with the KitchenAid® Stand Mixer’s ice cream maker and pasta maker attachments.

“Whether just starting out with these attachments or looking for an even faster way to get great results, KitchenAid stand mixer owners now have an alternative to making gelato and pasta completely from scratch,” notes Michael Huie, global business unit director for KitchenAid. “Given the quality of Franzese products, most would be hard pressed to tell the difference.”

“We want to fit real food into real lives,” states Paolo Franzese, CEO of Franzese. “Our premium food mixes are easy to make with KitchenAid’s quality Stand Mixers and attachments. Cooks of all levels can get excited about exploring new ways to prepare their favorite foods.”

Both mixes can be prepared in less than 11 minutes. Gelato flavors include salted caramel, chocolate, lemon, pumpkin spice, strawberry and vanilla. The Classic Egg, Whole Wheat, Garlic & Parsley and Spinach pasta mixes are produced within the United States, with 100% durum wheat semolina flour that has been imported from Italy. The Gluten-free pasta mix is sourced within the United States with certified ingredients.

The gelato and pasta mixes will hit specialty retailer shelves throughout the United States September 1, 2016. The gelato mix will be priced at \$14.99 while the pasta mix is yet to be released. One gelato box contains two batches of gelato (approximately three pints), while the pasta box contains a single batch, enough to make approximately 1 pound of fresh pasta.

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“We’re delighted to partner with another brand that encourages cooks to experiment and explore their culinary creativity in new and exciting ways and at their own pace,” adds Huie. “Considering that tens of millions of American kitchens are outfitted with our stand mixers we’re confident that these mixes will become a staple in many pantries.”

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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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/>

For more information on gelato and pasta mixes, please visit experiencefranzese.com.