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**KITCHENAID EXPANDS BLACK STAINLESS APPLIANCE COLLECTION**

**BENTON HARBOR, Mich** (June 28, 2016) – By popular demand, KitchenAid is expanding its current lineup of major appliances available in the industry-first black stainless steel finish to include existing dishwasher models, under counter wine cellars, beverage centers, refrigeration units, and ice makers.

Launched in 2015, the original line of built-in appliances in the black stainless steel included four refrigerator models, single and double wall ovens, multiple hood ventilation options, and a microwave and dishwasher. The new additions to the collection include such original design elements as KitchenAid brand medallions, available in red and other optional colors, capping the sturdy bar handles found on its refrigerators, wall ovens and dishwashers. Additional details include handles etched with a professional-style, cross hatched pattern that enhances grip, and chrome inlaid frames that accent the transition between glass and other surfaces.

“Our goal with the black stainless steel finish expansion is to provide consumers with options to choose from for their kitchens,” says Beth Robinson, senior brand experience manager for KitchenAid. “We’ve received positive feedback on our black stainless finish, from its adaptability to various kitchen designs to its ability to reduce the appearance of fingerprints, it was only a matter of time before we added even more selections.”

Included in the new offerings is the brand’s dishwasher with window and interior lighting, an industry-first that launched earlier this year. In addition, two built-in wine cellars with dual temperature control zones, under counter beverage and refrigerator options, and a built-in ice maker will all join the existing black stainless collection. All models are currently available at select retailers nationwide.

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### **About KitchenAid**

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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