

# KitchenAid®

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## KITCHENAID BRINGS SIGNATURE COLORS TO COMMERCIAL-STYLE RANGES

**BENTON HARBOR, Mich** (August 28, 2017) – KitchenAid, long known as a pioneer of bringing color into the kitchen with its high performance appliances, is now offering a way for home cooks to include its signature colors in a new, eye-catching way. Following the launch of the brand’s popular line of major appliances in the industry-first black stainless finish, KitchenAid is excited to add even more major appliances to the color lineup with the introduction of four new colors to its existing line of 30”, 36” and 48” non-steam commercial-style range models.

“Our commercial-style ranges have consistently earned high marks with serious home cooks who value the power and precision of a professional style appliance” says Anthony Pastrick, brand manager for KitchenAid. “These new models give those who design with color in mind a way to combine commercial-style performance with a fresh, new look.”

Available now, the commercial-style series will add four new colors in Signature Red, Cobalt Blue, Imperial (matte) Black, and Imperial (matte) White, in limited quantities. Suggested retail prices will range from \$5,049 to \$9,949.

Features on the KitchenAid® commercial-style range series include the industry's most powerful burner among leading brands. The 20,000 BTU Ultra Power™ Dual-Flame Burner offers the versatility to go from intense searing to a low simmer. Additional burners include two 15,000 BTU professional burners and a 5,000 BTU simmer/melt burner.

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Electronic ignition enhances reliability for lighting burners while infinite-heat controls provide countless intermediate settings between low and high for added cooking precision.

To promote even cooking on all racks of the oven, an Even-Heat™ True Convection System uses a hidden heating element, a fan and a bow-tie shaped baffle to consistently circulate air heated by the element. An EasyConvect™ Time and Temperature Conversion System automatically converts conventional times and temperatures to their convection equivalents. Other features include convection bake, broil and roast, a bread proofing option and a Sabbath mode. A large glass-touch oven display features a responsive, easy-to-use interface designed for easy cleaning.

### **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 \$10.7 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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