

# KitchenAid®

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## **KITCHENAID INTRODUCES NEW HIGH PERFORMANCE SERIES BLENDER**

BENTON HARBOR, MI (September 14, 2017) – KitchenAid has introduced a new High Performance Series Blender designed to provide maximum control in customizing the texture and taste of everything from soups and smoothies to sauces and dips. Available now, this newest addition to the brand’s blender collection features a 3.0 Peak HP motor\*, a variable speed dial and durable, long lasting construction.

“The new High Performance Series Blender is not only powerful but also exceptionally easy to use,” says Nikki Lockett, U.S. Marketing Leader for KitchenAid Small Appliances. “The streamlined design and thoughtful features allow home cooks to tackle tough ingredients, and to add ingredients and seasonings, during blending, with the simple push of a button.”

Beyond sheer power, the new blender features a variable speed dial with nine speed settings and two switches that offer a range of power for even the most challenging ingredients. The die-cast metal base and controls are made to last with hefty commercial grade components.

Additional features include a 60 oz. rated volume blender jar, an ingredient measuring cup and a tamper that doubles as a spatula for scraping ingredients off the sides of the jar. In addition, the ultra-strong lid fits securely on the jar to minimize spills during use.

The High Performance Series Blender is offered in Matte Black, Matte Gray and Matte White at a suggested retail price of \$564.99.

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## KITCHENAID INTRODUCES NEW HIGH PERFORMANCE BLENDER/Page 2

\*Laboratory measurement of peak horsepower output of motor.

### **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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