

KitchenAid®

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KITCHENAID GIVES FANS A CHANCE TO CHOOSE NEW STAND MIXER COLOR

AUSTIN, Texas (March 16, 2015) – For the first time since introducing its iconic Stand Mixer in 1919, KitchenAid is asking their many fans to choose the next color for this legendary kitchen essential. Those who participate by voting for one of 24 color choices at <http://kitchen.ai/Kjxz3> will be eligible to win a new KitchenAid® 5-Door Refrigerator and KitchenAid® Artisan Stand Mixer in the winning color.

The KitchenAid® “A Color for Every Cook” Sweepstakes was kicked off this weekend in Austin at South by Southwest (SxSW) Interactive, the annual four-day incubator of cutting-edge technology and digital creativity. As founding sponsor of the SxSW “South Bites” food track program, KitchenAid gave attendees the opportunity to vote for the new color live at a craft cocktail happy hour as the sweepstakes was made public online. It will run through April 15.

“Color has been a signature of the KitchenAid brand since we introduced Sunshine Yellow, Petal Pink and Satin Copper Stand Mixers in 1955,” said Beth Robinson, senior manager of Brand Experience for KitchenAid. “Given the brand’s broad social media footprint and the engaging nature of crowdsourcing, we thought it was time to give the public a chance to choose.”

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 14th year and has raised over \$10 million to help find a cure for breast cancer. To learn why chefs choose KitchenAid for their homes more than any other brand*, visit KitchenAid.com or join us at Facebook.com/KitchenAid and Twitter.com/KitchenAidUSA.

* Based on a 2014 survey, KitchenAid was found to be the home kitchen appliance brand chosen most often by members of the International Association of Culinary Professionals.

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