

KitchenAid®

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COVETABLE KITCHENAID® COOKWARE GIFTS FOR MOTHER'S DAY

BENTON HARBOR, Mich (April 12, 2016) – How about celebrating Mother's Day this year with kitchen-centric gifts that are as reliable and enduring as Mom herself. Designed with the imaginative and demanding home cook in mind, the new KitchenAid® Ceramic Exhibit™ Series is the perfect gift for inspiring and showcasing mom's culinary creations for years to come.

"Even the most accomplished home cooks have an opportunity to up their game with the right tools and presentation," says Beth Robinson, senior brand experience manager for KitchenAid. "The stunning finish and durability of our new ceramicware sets make them a go-to gift for those who value both practicality and presentation."

The high performance Ceramic Exhibit™ Series is formed from Earth's natural elements and hand-painted by artisans into works of art. Engineered to last, the new Ceramic Series is certified for use in the freezer, oven, microwave and dishwasher, and guaranteed to resist cracking, chipping, staining or fading for years.

"What better way to honor Mom than a gift that expands her culinary toolkit and provides an elegant canvas for her kitchen creations?" adds Robinson.

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The Ceramic Exhibit™ Series includes a 2-piece mini bakeware set; nesting 3-piece mixing bowl bakeware set; nesting 4-piece casserole bakeware set; 4-piece ramekin bakeware set; 9" au gratin bakeware dish; streamline casserole dishes in 1.9-qt., 2.8-qt. and 4.2-qt. sizes; 6 qt. deep baker; and 5-piece stacking set. Available now in a variety of colors, prices range from \$49.99 - \$149.99.

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 for the Cure®, is now in its fifteenth year and has raised over \$10.7 million to help find a cure for breast cancer. To learn more, visit www.KitchenAid.com or join us at <http://facebook.com/KitchenAid> and <http://twitter.com/KitchenAidUSA>.

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