

# KitchenAid®

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## **KITCHENAID® MAGNETIC DRIVE BLENDER WINS TOP PRODUCT DESIGN AWARD**

**BENTON HARBOR, Mich** (March 30, 2016) - Among a field of more than 5,000 products entered in the Red Dot: Best of the Best Awards, the KitchenAid® Torrent® Magnetic Drive Blender was chosen by the Red Dot Jury as winner of the highly coveted 2016 “Best of the Best” award for ground-breaking product design.

In 2016, this highest single distinction in the prestigious international competition goes to only 1.5% of all entries. Manufacturers and designers from 57 nations registered products for the annual competition to be judged on such criteria as degree of innovation, quality, functionality and ecological compatibility. The “Red Dot: Best of the Best” award for groundbreaking design is the highest award distinction among 31 categories awarded by the Red Dot Jury.

The first-of-its-kind Magnetic Drive Blender for home use, which launched in April of 2015, uses an interlocking magnetic drive system, instead of a traditional coupler mechanism, to power its blades and safely secure its jar.

“When creating the Magnetic Drive Blender, our designers and engineers focused on combining high performance, easy-to-use features with high style,” notes John McConnell, senior design manager, KitchenAid small appliances. “This award, in addition to the feedback received from our consumers and industry influencers, validates their efforts.”

Additional features include a powerful 1.8HP motor, intuitive Intelli-Speed® Control system, and six pre-programmed, hands-free settings for juices, soups and sauces, milkshakes, and icy drinks and smoothies. The Torrent blender also incorporates the brand’s exclusive Diamond Blending System with patented stainless steel blades and a diamond-shaped pitcher that creates a powerful vortex for thorough and efficient blending.

“The KitchenAid® Stand Mixer is the foundation of our design heritage,” adds Brandon Mock, senior industrial designer, KitchenAid small appliances. “Designing innovative new products like the Torrent blender gives us the opportunity to build on this legacy.”

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The Torrent blender, offered in the premium powder-coated finish options and a range of coordinating hues from the Stand Mixer color pallet, is currently available in Candy Apple Red, Frosted Pearl, Onyx Black, Sugar Pearl Silver and the new Crinkle Black at a suggested retail price of \$599.99.

The KitchenAid Torrent blender was designed by Zachary Lownds, senior industrial designer, KitchenAid integrated business unit; John McConnell, senior design manager, KitchenAid small appliances; Brandon Mock, senior industrial designer, KitchenAid small appliances; Leif Norland, global design director of cooking, Whirlpool Corporation; and Patrick Schiavone, vice president of design, Whirlpool Corporation.

### **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 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](http://www.KitchenAid.com) or join us at <http://facebook.com/KitchenAid> and <http://twitter.com/KitchenAidUSA>.

### **About the Red Dot Design Award**

In order to appraise the wide scope of design in a professional manner, the Red Dot Design Award is broken down into the three distinct disciplines: the Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is organised by the Design Zentrum Nordrhein Westfalen in Essen, Germany. With more than 17,000 entries in 2015 alone, it is one of the largest competitions in the world. It was in 1955 that a jury convened for the first time to assess the best designs of the day. The name and brand of the award were developed in the 1990s by Red Dot CEO, Professor Dr. Peter Zec. Since then the sought-after “Red Dot” is the revered international seal of outstanding design quality. Further information: [www.red-dot.org](http://www.red-dot.org).

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