

KitchenAid®

Contacts:

Jill Sciuto
Digitas
646.735.7582
jill.sciuto@digitas.com

Beth Robinson
KitchenAid
269.923.4770
beth_1_robinson@kitchenaid.com

KITCHENAID TO SHOWCASE NEW MAJOR APPLIANCE COLLECTION AT DWELL ON DESIGN LOS ANGELES

Los Angeles (May 18, 2015) – KitchenAid, a pioneer in elevating the design of kitchen appliances, has added a premier design-focused event to an extensive lineup of food and wine festival sponsorships that showcase the brand’s culinary expertise. The 10th annual Dwell on Design, America’s largest design event, will take place May 29 - 31 at the Los Angeles Convention Center in Los Angeles, CA.

KitchenAid will display a wide selection of its boldly designed, professionally inspired major appliance collection, including the new French door bottom mount refrigerator, gas cooktop with Even-Heat™ Torch Burner and dual fuel commercial-style range. The brand will also feature appliances in its recently unveiled, industry-first black stainless steel finish. The majority of the collection is scheduled for availability beginning this month.

“Just as we appreciate hearing performance feedback from celebrity chefs who cook with KitchenAid products at top culinary festivals, we’re looking forward to seeing how the design community and design-savvy consumers react to the aesthetics of our newest collection,” said Beth Robinson, senior brand experience manager for KitchenAid. “We have a strong and unique design story to share, and Dwell on Design is the perfect place to share it.”

Brand specialists will be on hand to answer questions about the latest major appliances and a selection of small appliances on display.

Over the course of three days, Dwell on Design will feature new design ideas and products from more than 400 national and international exhibitors, and onstage programming from more than 250 leaders in design. Other highlights include self-driven home tours on Saturday, May 23, Saturday, May 30 and Sunday, May 31, in various Los Angeles neighborhoods, and the 5th annual Dwell on Design Awards ceremony, which honors the “Best in Show” across 11 design categories. For more information, or to purchase tickets, visit <http://www.dwellondesign.com/>.

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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 2012 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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