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FOOD & WINE CLASSIC IN ASPEN IS NEXT ON KITCHENAID CULINARY EVENT CALENDAR

ASPEN, Colo. (June 12, 2014) – Longtime sponsor KitchenAid will return as the exclusive appliance sponsor of the 32nd annual Food & Wine Classic in Aspen taking place June 20-22. Widely considered to be the nation's premier culinary event, it offers attendees hundreds of culinary experiences with accomplished winemakers, celebrity chefs and culinary luminaries in a spectacular setting.

"The Classic is always a highly anticipated one on our event roster," notes Beth Robinson, senior brand experience manager for KitchenAid. "It's a great opportunity for our brand to connect with an audience that enthusiastically embraces all things culinary."

Most recently, the brand's ongoing sponsorship of culinary festivals across the country has included the Austin Food & Wine Festival (April 25-27) and the Food Network South Beach Wine & Food Festival (February 20-24). Following Aspen, the brand will sponsor and provide demonstration kitchens for the Food Network New York City Wine & Food Festival (October 16-19).

In addition to four fully-equipped KitchenAid demonstration kitchens where renowned chefs from Tom Colicchio to Jacques Pepin will share recipes and cooking tips, the brand will feature an extensive product display in the Grand Tasting Tent with specialists on hand to answer questions about its latest small and large appliances.

New introductions to the KitchenAid small appliance collection on display this year will include a unique coffee maker that mimics the pour over method to extract maximum flavor; a maximum extraction juicer with a stainless steel cutting blade that pre-slices ingredients before they enter the juicer that is available as a stand mixer attachment or a stand-alone model; and vivid new stand mixer colors including Sea Glass and Bordeaux. Select large appliances from the brand's collection including Commercial-Style ranges, built-in refrigerators, dishwashers and ventilation systems will also be featured both in the brand's static display in the Grand Tasting Tent and on the demonstration stages.

KitchenAid is also partnering with *Food & Wine* to create and share culinary content to a broader audience beyond the approximately 5,000 lucky foodies and cooks expected to attend. *Food & Wine* and KitchenAid will produce a series of 10 video segments derived from 10 of the event's chef demonstrations. The segments will be posted on FoodandWine.com beginning in August and shared by KitchenAid via such social media channels as Facebook and YouTube.

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As in years past, attendees will also have the opportunity to bid on stand mixers signed by celebrity chefs at live Cook for the Cure® auctions held during cooking demonstrations. Cook for the Cure, a 13-year partnership between KitchenAid and Susan G. Komen®, has raised more than \$9.5 million to support the fight against breast cancer.

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 13th year and has raised over \$9.5 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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