

KitchenAid®

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KITCHENAID CELEBRATES 95 YEARS WITH INTERACTIVE CULINARY TIMELINE

CHICAGO (March 17, 2014) – To celebrate its 95-year legacy of making high performance kitchen essentials beloved by both home and professional cooks, the iconic KitchenAid brand will debut an interactive digital culinary timeline at this year’s International Home + Housewares Show. Those visiting the KitchenAid booth at the show will be the first to experience the timeline on a 55-inch LED commercial touch screen, according to Beth Robinson, senior brand experience manager for KitchenAid.

“We wanted to celebrate the brand’s heritage in the most engaging and experiential way possible,” notes Beth Robinson senior brand experience manager for KitchenAid. “Our goal was to capture compelling moments in time that reflect the most significant events and trends of the day.”

Created with renowned food historian Andrew Smith, the timeline presents key milestones covering a century of food related history, from the earliest radio cooking shows to the chefs, restaurants, events and cookbooks that have shaped cooking and eating around the world. With the swipe of a finger, users can scroll through the decades in two or three dimensions and tap on specific years to see images and brief descriptions of important dates in culinary and KitchenAid history.

“Given the broad range of fascinating topics to choose from within the last hundred years, we had an abundance of material to work with,” notes Andrew Smith. “Perhaps most fascinating is food history’s fast acceleration over the past two decades towards today’s food, cooking show and chef-obsessed culture.”

After making its debut at the Housewares show, the timeline will be shared with a wider audience at KitchenAid sponsored food and wine events, as well as on its website and social media channels. Robinson notes that the timeline is a work in progress that will evolve with additional content, including video, as the brand gets closer to its centennial celebration.

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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 13th year and has raised over \$9 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.

About Andrew F. Smith

Andrew F. Smith is a writer and lecturer on food and culinary history. He serves as the general editor for the **Edible Series**, published by Reaktion Press. He also teaches Food Studies at the New School University in New York. He has edited or authored 24 books, including *The Oxford Encyclopedia of Food and Drink in America*, *Junk Food and Fast Food: The Food We Love to Eat*, *Starving the South: How the North Won the Civil War*, *Drinking History: 15 Turning Points in the Making of American Beverages*, and *American Tuna: The Rise and Fall of an Improbable Food*.

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