

# KitchenAid®

Kim Roman  
Digitas  
212.350.7822  
kim.roman@digitas.com

Jill Sciuto  
Digitas  
646.735.7582  
jill.sciuto@digitas.com

Beth Robinson  
KitchenAid  
269.923.4770  
beth\_1\_robinson@kitchenaid.com

## AUSTIN IS NEXT STOP ON THE KITCHENAID EVENT CALENDER

Benton Harbor, Mich. (April 22, 2014) – Continuing its ongoing sponsorship of culinary festivals across the country, the KitchenAid brand will return to Texas as the exclusive appliance sponsor of the Austin Food & Wine Festival, taking place April 25-27.

Most recently, KitchenAid sponsored the Food Network South Beach Wine & Food Festival (Feb 20-24), and following Austin, the brand will sponsor and provide demonstration kitchens for the Food & Wine Classic in Aspen (June 20-22) and Food Network New York City Wine & Food Festival (October 16-19).

“We’re looking forward to showcasing our latest offerings, from powerful food processors and blenders to high performance ranges and dishwashers, with an audience that knows its way around the kitchen and appreciates the best cooking tools,” notes Beth Robinson, senior brand experience manager for KitchenAid.

In addition to two fully-equipped KitchenAid demonstration kitchens, where renowned chefs will share recipes and cooking tips, the brand will feature an extensive product display, with specialists on hand to answer questions about its latest small and large appliances.

Featuring over 40 interactive elements, the third annual Austin Food & Wine Festival will include cooking demonstrations from such acclaimed chefs as Rick Bayless, Richard Blais, John Currence, Graham Elliot, Georgia Pellegrini, Ming Tsai and Andrew Zimmern. Other highlights include the world's largest hands-on grilling demos with Tim Love; wine, cocktail and craft brew tastings from Austin's own Ron Extract, Josh Hare, Vilma Mazaitė, and Master Sommeliers Devon Broglie and Craig Collins; and grand tastings, book signings and live musical performances. For more information, or to purchase tickets, visit <http://www.austinfoodandwinefestival.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 13<sup>th</sup> 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](http://KitchenAid.com) or join us at [Facebook.com/KitchenAid](https://Facebook.com/KitchenAid) and [Twitter.com/KitchenAidUSA](https://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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