

KitchenAid®

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KITCHENAID EXPANDS BAKEWARE AND CERAMIC COLLECTIONS

CHICAGO (March 9, 2015) – KitchenAid is expanding its collections of aluminized steel and vitrified ceramic bakeware with new professional quality pieces that offer smart, beautiful solutions for baking, cooking, transporting and serving foods.

“As with all KitchenAid products, these newest additions to our line were designed to help bakers and cooks achieve better results and fully explore their culinary creativity,” said Michael Huie, global business unit director for KitchenAid. “But knowing that cooking and entertaining don’t end when a dish is removed from the oven, we wanted to provide more elegant ways to bring food to the table and to others’ homes.”

New Bakeware Offerings

Designed to make removing cookies and baked goods easier than ever, KitchenAid® Baking Sheets are available in 10” x 15” and 14” x 20” sizes. With two rimless edges for easy removal of foods directly from the oven, they also feature two-wall construction and a three-layer, Swiss-engineered nonstick surface that is ceramic reinforced for added durability, easy cleaning and effortless release of foods. The new baking sheets, available in March, will be priced at \$31.99 and \$34.99.

New Bakeware lids are now available for 9” X 13” KitchenAid cake pans and 12-cavity muffin/cupcake pans. Attractively tinted to highlight the contents within, they feature robust latches and handles for secure handling and a professional look. Scheduled for availability in April, the lids will be priced at \$42.99 and \$46.99.

A new double baguette pan is designed for bakers ready to take bread making to the next level. Its perforated surface ensures a crisp, Parisian-style crust and chewy inside. A durable nonstick surface allows for easy cleaning and easy removal of contents straight from the oven. The KitchenAid® Double Baguette Pan is available now at a suggested retail price of \$37.99

The KitchenAid® Kugelhopf pan, a classic piece crafted in the European tradition, is ideal for creating visually stunning cakes for holidays and parties. Providing corrosion resistance and the best durability available, the aluminized steel also disperses heat to bake evenly, ensuring the middle of the cake is the same consistency as the edges. Available in July, the KitchenAid® Kugelhopf pan will carry a suggested retail price of \$39.99.

Like all KitchenAid bakeware, the new additions to the collection are rust resistant, warp resistant and dishwasher durable.

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New Ceramics Offerings

Perfect for single serve dishes and smaller desserts, new vitrified ceramic Ramekins and Mini Bakers are engineered to resist cracking, staining or fading for years. They feature a signature color trim band for a pop of color, combined with white for beautifully showcasing cooked and baked foods. Both sets are available now at a suggested retail price of \$50.99 for four ramekins and \$52.99 for two mini bakers.

Combining the ultimate in utility with simple space-saving storage, a new 3-piece, nesting mixing bowl set offers handles when needed or handle-free use when not, along with measurement markings for global use. Easy storage is also a key benefit of a new KitchenAid® 5-Piece Stacking Set that includes baking dishes in various sizes. The set will be available in June for \$129.99

A Deep Casserole is designed to accommodate a whole chicken and other family size dishes. Basting dots on the underside of the lid drip moisture to keep roasts tender; grid lines on the bottom keep food from burning by minimizing hot spots. Giving a fresh look to another piece of versatile bakeware, a new Au Gratin dish features a fluted interior to add texture and visual appeal to classic au gratin recipes. The Deep Casserole will be available in June at \$129.99; the Au Gratin dish is available now at \$56.99.

Trim band color options for the new ceramic bakeware offerings include Almond Cream, Empire Red, Glacier Blue, Green Apple, Majestic Yellow and Onyx Black. All pieces come with a 5-year chip resistant warranty and are dishwasher, oven, microwave and freezer safe.

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 2014 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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