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**NEW KITCHENAID® BUILT-IN FRENCH DOOR AND BOTTOM FREEZER REFRIGERATORS:  
UPGRADED INSIDE AND OUT**

BENTON HARBOR, Mich (February 17, 2015) - KitchenAid is unveiling a new line of built-in French door and bottom freezer refrigerators that combine distinctive design, new interior features and advanced technology to maximize food preservation and freshness. The new refrigerators are the first available products in an entirely new collection of KitchenAid major appliances, with others scheduled for availability beginning in April.

“Built-in refrigerators bring a seamless, high-end aesthetic to the kitchen,” said Beth Robinson, senior manager of brand experience for KitchenAid. “Our latest built-in French door and bottom freezer refrigerators are crafted with unique visual elements on the outside that hint at the superior performance inside.”

Exterior updates include Satin Textured Handles, inspired by professional grade kitchens. The sturdy bar handle shape, and easy-to-clean satin cross-hatch texture combine high-style with a secure, no-slip grip. Each end is capped with a sleek, red KitchenAid Brand Medallion.

For the first time ever, the built-in French door refrigerator line will include a 36” model. This provides cooks and kitchen designers with an alternate to the brand’s larger, first-of-its-kind 42” model, but still delivers on the design and function of the French door style, with a bottom freezer and matching side-by-side refrigerator doors.

In addition, the brand’s Preserva® Food Care System is now available in all built-in French door and bottom freezer refrigerator models. Introduced in 2012 in freestanding refrigerator models, the Preserva® Food Care System is designed to control humidity, ethylene gas and odors in order to extend the storage life of refrigerated and frozen foods. Two evaporators provide separate cooling to the freezer and refrigerator compartments, keeping higher humidity air in the refrigerator to maintain fresh ingredients, and out of the freezer to minimize freezer burn. A Produce Preserver with an ethylene-absorption cartridge helps keep produce fresher, longer, while the FreshFlow™ Air Filter helps minimize odors.

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Additional premium features include SatinGlide® Crispers with Soft Self-Close, offering smooth movement of crisper drawers, even when fully loaded with foods. Automatic ice makers provide filtration units to help reduce contaminants from tap water for fresh-tasting ice. LED Lighting gradually increases light levels in both the refrigerator and freezer to provide a sharper view with fewer shadows. Combined with a unique platinum interior offered in select models, the lighting provides a silvery, glossy and sophisticated alternative to the traditional bright white finish.

Select models are also ENERGY STAR® qualified, and conserve energy by exceeding minimum Federal Energy Standards.

The new KitchenAid® built-in French door and bottom freezer refrigerator collection are available now in a variety of sizes, styles and finishes, with suggested retail prices ranging from \$7,499 - \$9,699.

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 14<sup>th</sup> 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 [www.KitchenAid.com](http://www.KitchenAid.com) or join us at <http://facebook.com/KitchenAid> and <http://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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