

# KitchenAid®

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## KITCHENAID INTRODUCES COLORFUL CERAMIC STAND MIXER BOWLS

KitchenAid is offering cooks another option to personalize their stand mixers with a new collection of ceramic bowls made to appear as if they were hand-sculpted on a potter's wheel. Designed to fit on the brand's 5-quart stand mixers, the new bowls will be available in a choice of five colors including Glacier, Majestic Yellow, Onyx Black, Purple and White Chocolate. The bowls feature a convenient pouring spout, are dishwasher and microwave safe, and will be available in June at a suggested retail price of \$79.99

"Our new ceramic bowl is a great option for giving stand mixers a personalized look while also offering the convenience of a second bowl," notes Beth Robinson, senior brand experience manager for KitchenAid.

These latest accessories join a currently available collection of 5-quart glass bowls available for the tilt-head stand mixer models that include a hammered glass bowl, a frosted glass bowl, and a clear glass bowl.

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 for the Cure®, is now in its 13<sup>th</sup> 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](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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