

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

NEW COOKWARE ADDED TO KITCHENAID COLLECTION

CHICAGO (March 16, 2014) – Following the successful launch of KitchenAid cookware at the 2013 International Home + Housewares Show, the brand is rounding out its collection by introducing six new pieces and two significant product updates at this year’s show.

“Since replacing licensed cookware with our own collections, we’ve experienced a surge in positive feedback from professional and home cooks alike,” said Michael Huie, global business unit director for KitchenAid. “Our focus is giving cooks every high-quality tool they need to raise the bar on everyday recipes and take on new challenges.”

Cookware

One of the newest additions to the cookware collection is a cast iron grill pan with panini press. The 10” x 10” grill pan is designed to provide results similar to those of an outdoor grill, and includes a handle for easy maneuvering on a cooktop. Combined with raised ridges across the entire pan, its heavy duty, heat-retaining cast iron design ensures grill-like results – right down to the grill marks – for everything from fish tacos and flatbreads to steaks and satays. The cast iron panini press insert features a stainless steel knob on top and raised ridges underneath for simultaneously producing grill marks on both sides of toasted sandwiches, hamburgers and other foods. The grill pan and panini press will be available in Almond Cream, Empire Red, Fiesta Blue, Ivy Green and Onyx Black at a suggested retail price of \$199.99. The set will be available in the second quarter of 2014.

Also launching this year is a new wok and steamer insert, together capable of producing high heat or gentle steam, as needed. The wok is 13” in diameter, and is both induction capable and dishwasher safe. The steamer insert, available separately, acts as a double boiler inside the wok for steaming fish, seafood, vegetables, dumplings and other dishes. The tri-ply stainless steel wok and steamer insert will be available in the second quarter of 2014. Suggested retail price for the wok is \$189.99; suggested retail price for the steamer insert is \$99.99.

-more-

NEW COOKWARE ADDED TO KITCHENAID COLLECTION/Page 2

Rounding out the new cookware pieces are single and double roasters. The single roaster measures 14” x 18”, and is built with a removable rack insert for imparting grill-like flavor and markings on a wide variety of foods. The double roaster is a pair of 10” x 14” non-stick roasters, each built with horizontal handles to easily hold as one unit when serving as a combined roaster and lid, which helps lock in the flavor and juices of foods while roasting. When cooking for a crowd, the double roaster can also be used as a pair of single roasters. Both the single and double roasters are designed with a 3mm clad thickness and are available in tri-ply stainless steel, painted stainless steel, and Empire Red or Onyx Black aluminum finishes. Suggested retail price for the single roaster is \$399.99; suggested retail price for the double roaster is \$229.99.

Lastly, there are updates to the current KitchenAid tri-ply stainless steel and tri-ply copper clad cookware lines. Both have been enhanced with 3mm thickness, the lids have been given an aesthetic update, and the handles are now finished with brushed stainless steel for the stainless collection and polished stainless steel for the copper clad collection.

Kettles

The brand’s collection of kettles is also expanding with two new models – the C Kettle and E Kettle. The 2-quart kettles are designed with a brushed stainless steel finish. The E Kettle is built with a stainless steel handle and trim band. They are both induction capable and dishwasher safe, and will be available in May. Suggested retail price for the C Kettle is \$64.99; suggested retail price for the E Kettle is \$109.99

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.

###

NOTE TO PRESS: To download high resolution product images and view the latest press releases, please visit the KitchenAid online press room at: <http://news.kitchenaid.com/category/press-room/>