

KitchenAid®

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KITCHENAID INTRODUCES JUICERS IN TWO “FLAVORS”

CHICAGO (March 16, 2014) – KitchenAid is expanding its beverage offerings to include two new juicers, each using a different extraction method, but both providing easy clean-up and virtually endless juicing possibilities.

“These juicers were designed to not only provide superior results, but also to make juicing a simple, fast, enjoyable experience,” says Beth Robinson, senior manager of brand experience for KitchenAid.

“Beyond everyday juicing, they can be used to create everything from purées to sauces.”

KitchenAid® Juicer with 3 Pulp Levels

The Juicer with 3 Pulp Levels features a pulp screen that manually rotates to provide three pulp levels: low, medium and high. The pulp screen is ideal for citrus-based fruit drinks, and can be used to customize pulp levels based on specific recipes or personal preferences.

An extra wide feed tube further simplifies juice preparation by accommodating whole pieces of fruit and vegetables, such as apples and tomatoes, and an innovative ceramic disk quickly juices ingredients, and helps simplify the clean-up process.

“The dimpled ceramic disk can easily be cleaned using warm water, and is also dishwasher safe,” says Robinson.

A foam control feature reduces the amount of foam that gets into the juice, resulting in filtered, ready-to-drink juice in the pitcher. The juicer also features a drip stop spout that can be turned up to prevent any remaining juice from spilling onto the countertop.

Developed with a sturdy, die cast design, the KitchenAid® Juicer with 3 Pulp Levels will be available beginning in September in Contour Silver, Onyx Black and White. Suggested retail price is \$399.99.

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KitchenAid® Maximum Extraction Juicer

The Maximum Extraction Juicer is built with a motor that spins at 80 rpm, and is designed with an extra wide feed tube that can accommodate a variety of fruits and leafy vegetables, ranging from beets and oranges, to kale and whole cucumbers. The 2-in-1 feed tube is also designed to easily accommodate thinner shaped foods, such as carrots and celery.

The two-stage juicing process begins once fruits and vegetables are sent through the feed tube. First, a stainless steel cutting blade pre-slices food, reducing the amount of force needed to push them into the body of the juicer. The pre-sliced foods are then processed at a low speed, with the finished juice streaming into a separate BPA-free pitcher that sits under the juicer.

The Maximum Extraction Juicer comes with a low pulp and a high pulp screen for customizing pulp levels. A third screen offers users the ability to make sauces ranging from applesauce to homemade ketchup; it can also make fruit and vegetable purees. A canvas accessory bag provides storage for all three screens.

The KitchenAid® Maximum Extraction Juicer will be available in September 2014 in Contour Silver, Onyx Black and White at a suggested retail price of \$499.99.

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](https://www.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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