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KITCHENAID® MULTI-COOKER OFFERS COOKS EXTRA HELP

BENTON HARBOR, Mich. (February 23, 2015) – Home cooks in need of an extra pair of hands in the kitchen should consider the latest countertop appliance from KitchenAid: a four quart Multi-Cooker offering 10 cooking functions, step-by-step cooking modes and a stirring accessory that allows for assisted cooking at precise temperatures.

“The Multi-Cooker adds a modern twist to the traditional slow cooker, with updated cooking settings ranging from steam to sear, and a stir tower that lets cooks step away and multi-task in the kitchen,” says Beth Robinson, Senior Brand Experience Manager for KitchenAid.

The 3-speed stir tower accessory mixes, flips and stirs ingredients to keep them consistently incorporated and evenly heated. Once attached to the Multi-Cooker, its stir settings can be adjusted with a speed selector dial to handle everything from flipping meatballs to stirring a heavy stew. The new flipping paddle combined with a flex edge scraping blade stirs and scrapes around the cooking vessel to keep foods like batters and sauces from sticking to the sides.

Pre-programmed settings for rice, risotto, soup and yogurt provide cooks with next step instructions to help deliver perfectly cooked results. As cooks move through each step, the Multi-Cooker adjusts and displays temperatures and timing accordingly.

“The pre-programmed settings help take the guesswork out of notoriously time and temperature sensitive dishes, resulting in less time fussing and more time for other things,” adds Robinson.

Additional cooking modes include simmering, sautéing, searing, steaming and two slow cook options, all of which can be programmed for up to 12 hours of cooking, and the Keep Warm function can be programmed for up to 24 hours. The Multi-Cooker automatically sets the temperature for each setting, and the brand’s Even-Heat™ technology allows for precise temperature regulation between 110° - 450° F to prevent under or over cooking. When using the manual mode, the Multi-Cooker functions like a regular stovetop with temperature settings at low, medium and high.

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The Multi-Cooker comes with a dual purpose cooking rack for foods that require steaming or roasting, and the glass lid allows cooks to easily strain and pour liquids directly from the cooking vessel, keeping solid foods separated from liquids. The lid, cooking vessel, silicone flexible edge blade and stirring paddle are all dishwasher safe. The cooking vessel features a nonstick CeramaShield™ coating that is 100% PTFE and PFOA free.

The Multi-Cooker is available this month at Williams-Sonoma.com in Candy Apple and Stainless Steel, and will be available at KitchenAid.com in August in the same colors, and also in Onyx Black. The suggested retail prices are \$349.99 for the Multi-Cooker, \$229.99 for the Stir Tower accessory and \$549.99 for the Multi-Cooker and Stir Tower combined.

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 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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