

KitchenAid®

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NEW KITCHENAID® MULTI-COOKER HELPS COOKS MAKE MORE

CHICAGO (March 16, 2014) – KitchenAid is unveiling a new Multi-cooker at this week’s International Home + Housewares Show in Chicago. The first of its kind for the brand, the Multi-cooker features 10 programmable functions with more precise temperature selections than a stovetop, while next step prompts on select functions help cooks master challenging recipes at home.

Three of the Multi-cooker’s functions – risotto, soup and yogurt – provide cooks with next step instructions. For example, when making soup, the Multi-cooker will prompt cooks to move through the sauté, sear and keep warm steps at their own pace, and the Multi-cooker will adjust the temperatures accordingly. The Multi-cooker also removes the guesswork by selecting the best temperatures for simmering, sautéing, searing, steaming and cooking white or brown rice. After each function, the Multi-cooker can switch to auto keep warm to help keep foods like stews and roasts warm after they’ve finished cooking. For those adhering to religious observance, a Sabbath mode keeps the Multi-cooker on for a full 24 hours. An advanced sensor paired with electronic digital controls allow for precise temperature regulation within 15°F from 100° up to 450° F preventing under or over cooking.

“Whether searing scallops or trying a new tikka masala recipe, having the ability to regulate the temperature to the setting that best suits a dish helps cooks get the best results,” says Beth Robinson, senior manager of brand experience for KitchenAid. “The Multi-cooker can also store and remember individual temperature preferences so cooks can get consistent results from their favorite recipes.”

Cooks can drain and pour liquids directly from the Multi-cooker using the built-in pour spout and versatile straining lid. For easy clean-up, both the roasting lid and cooking vessel are dishwasher safe and feature a nonstick CeramaShield™ coating that is 100% polytetrafluoroethylene (PTFE) and perfluorooctanoic acid (PFOA) free.

The Multi-cooker will be available September 2014 in Empire Red, Onyx Black and Stainless Steel with a suggested retail price of \$349.99.

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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.

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