

KitchenAid®

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NEW STAND MIXER COLOR DAZZLES AT HOUSEWARES SHOW

CHICAGO (March 8, 2015) – Since unveiling the brand’s first stand mixer colors at the Housewares Show in 1955, KitchenAid has launched over 85 colors and finishes for this iconic kitchen essential. Champagne Gold, the latest color to join the stand mixer palette, looks as glamorous as it sounds. A rich, beige, buttery tone with a faint sparkle weaved throughout, Champagne Gold will be available for the Artisan® Design Series stand mixer (\$459.99) beginning in June.

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TO PRESS: To view the KitchenAid International Home + Housewares Show 2015 press kit, please visit <https://www.virtualpressoffice.com/kit/KitchenAidIHHS2015>. To view 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/>