

KitchenAid®

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KITCHENAID® PRECISE HEAT MIXING BOWL SIMPLIFIES TRICKY AND TRADITIONAL COOKING TECHNIQUES

CHICAGO (March 8, 2015) – KitchenAid has introduced a new Precise Heat Mixing Bowl that can be used as a traditional stand-alone slow cooker or with the brand’s iconic Stand Mixer to mix, knead, whip, stir and remove the guesswork from heating even the trickiest temperature-sensitive ingredients. It is the first product from KitchenAid to serve double duty as both a stand-alone countertop appliance and Stand Mixer accessory.

“The precise temperature technology in our new mixing bowl provides exact temperature selection for heating delicate ingredients, including melting cheese, tempering dark, milk and white chocolates and even proofing and kneading bread dough,” notes Beth Robinson, senior brand experience manager for KitchenAid. “And when used together with the Stand Mixer, there’s so much more that it can do.”

Simply select a temperature ranging from 70 - 220° Fahrenheit based on two degree increments, and the bowl will maintain the selected temperature for up to 10 hours. A digital display shows the temperature and provides a timer for up to 10 hours. The glass lid gives cooks a clear view for monitoring the progress of dishes.

In addition to maintaining precise temperatures, the mixing bowl comes with a flex edge beater, wire whip and dough hook to keep dishes such as soups and stews, risottos and sauces consistently mixed and evenly cooked under low heat.

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The mixing bowls will be available in April in two different sizes - one that will fit all tilt-head model Stand Mixers, and one that will fit select 5 and 6 quart bowl-lift model Stand Mixers, and the 7 quart Pro Line® Series Stand Mixer. The mixing bowl can also be used as a standalone unit. Suggested retail price for each mixing bowl is \$329.99.

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 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 2014 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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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/>