

KitchenAid®

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KITCHENAID INTRODUCES PROFESSIONAL 6500™ DESIGN SERIES STAND MIXER WITH GLASS BOWL

CHICAGO (March 17, 2014) – In 1937, noted industrial designer Egmont Arens created the iconic stand mixer design that has since been adorned by cooks for its timeless and classic silhouette. Today’s latest mixer model combines added power with an attractive glass bowl that allows cooks to more fully view and appreciate its famous “planetary” mixing action.

“The success of our five-quart glass bowls naturally led to the development of a six-quart version that pairs perfectly with the commercial-style power of the new stand mixer model,” says Beth Robinson, senior manager of brand experience for KitchenAid. “This combination, together with the many color options, gives cooks and bakers yet another choice in finding the perfect stand mixer for their needs and taste.”

The 6-quart glass bowl securely mixes a wide range of ingredients, whether in large or small batches. Ingredients may be easily added into the bowl’s wide mouth while in use, and a convenient pour spout simplifies the pouring of mixed ingredients from the bowl.

The Professional 6500™ Design Series stand mixer offers 10 speed settings ranging from a slow stir to a fast whip. Its bowl-lift design provides stability when tackling large batches of dense ingredients, including bread and cookie dough. The mixer includes a 6-quart glass bowl, coated spiral dough hook and flat beater, and 6-wire whip. Currently available at a suggested retail price of \$679.99, the mixer comes in the following color options: Candy Apple Red, Frosted Pearl White, Onyx Black and Sugar Pearl Silver.

Similar to the other stand mixer models, the Professional 6500™ Design Series stand mixer is built with a power hub to accommodate all attachments, ranging from the pasta press to the grain mill. All stand mixers are designed, engineered and assembled in Greenville, Ohio.

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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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