

# KitchenAid®

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## **KITCHENAID INTRODUCES SPARKLING BEVERAGE MAKER, POWERED BY SODASTREAM**

**CHICAGO** (March 18, 2014) – KitchenAid has entered the fast growing home carbonation category with the introduction of the Sparkling Beverage Maker, a premium countertop soda maker developed in collaboration with SodaStream International, Ltd., the world's leading manufacturer and distributor of home carbonation systems.

Echoing the curved, streamlined silhouette of the brand's iconic stand mixer, the Sparkling Beverage Maker features all-metal construction. It offers four carbonation settings, a one-liter BPA free plastic bottle, and a 60-liter CO2 tank. Available in Aqua Sky, Cobalt Blue, Contour Silver, Empire Red, Green Apple, Onyx Black, Tangerine and White starting in June, it will carry a suggested retail price of \$249.99.

"As with all KitchenAid products, we never enter a new category unless there's something differentiating we can offer," said Beth Robinson, senior manager of brand experience for KitchenAid. "The all-metal design and eye-catching aesthetics of this model make it uniquely KitchenAid."

"Also, given how adventurous our consumers are in the kitchen, we envision them using it somewhat differently," she adds. "Beyond the many wonderful pre-made soda syrups available for this system, KitchenAid consumers are likely to experiment in making their own syrups using fresh ingredients."

In an earlier statement announcing plans for their collaboration, executives from both KitchenAid and SodaStream reflected on the synergies between the brands.

"We are excited to expand our KitchenAid family of products and enter the growing category of home carbonation," said David Elliott, general manager of KitchenAid small appliances. "Working with SodaStream brings together their best-in-class technology with our stylish design signature to offer a premium product for our consumers worldwide."

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"KitchenAid is an iconic, global brand and we welcome them to the SodaStream revolution," said Daniel Birnbaum, CEO of SodaStream. "Our unique platform will enable KitchenAid to provide its large and loyal consumer base with the many benefits of home carbonation. We look forward to leveraging the combined strengths of our two brands to advance the category and reach an even broader global audience."

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 for the Cure®, is now in its 13<sup>th</sup> 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](http://KitchenAid.com) or join us at [Facebook.com/KitchenAid](https://Facebook.com/KitchenAid) and [Twitter.com/KitchenAidUSA](https://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.

### **About SodaStream**

SodaStream is the world's leading manufacturer and distributor of home beverage carbonation systems which enable consumers to easily transform ordinary tap water instantly into carbonated soft drinks and sparkling water. Soda makers offer a highly differentiated and innovative solution to consumers of bottled and canned carbonated soft drinks and sparkling water. Our products are environmentally friendly, cost effective, promote health and wellness, and are customizable and fun to use. In addition, our products offer convenience by eliminating the need to carry bottles home from the supermarket, to store bottles at home or to regularly dispose of empty bottles. Our products are available at more than 60,000 retail stores in 45 countries around the world, including 15,000 retail stores in the United States. For more information, visit <http://www.sodastream.com>. To download SodaStream's IR app, with access to SEC documents, press releases, videos, audiocasts and more, please visit <http://itunes.apple.com/us/app/soda-ir/id524423001?mt=8> for your iPhone/iPad, or <https://play.google.com/store/apps/details?id=com.theirapp.soda> for your Android mobile device.

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