

KitchenAid®

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GO HEALTHY OR GO ADVENTUROUS WITH SPIRALIZER ATTACHMENT FOR KITCHENAID® STAND MIXER

CHICAGO (March 7, 2015) – Whether looking for more ways to eat healthfully or fresh ideas for exploring culinary creativity, the new spiralizer attachment for the iconic and versatile KitchenAid® Stand Mixer is destined to become “go to” gear for adventurous home cooks. Available in June at a suggested retail price of \$129.99, it is the first spiralizer to take advantage of the power and hands-free operation of a stand mixer.

The KitchenAid® Spiralizer Attachment includes five blades and offers nine combinations of spiralizing, slicing, peeling and coring. A fine spiral blade creates a thin noodle-like strand, similar to spaghetti, for using vegetables as a healthier alternative to flour based pasta, while a medium blade quickly and easily spiralizes potatoes for casseroles or zucchini for soups. Separate slicing blades can be used for creating spirals of fresh fruits or vegetables with little to no cores, such as sweet potatoes, or those with larger cores, including apples and pears. By using a combination of accessories, the attachment can perform several functions at once, including peeling, slicing and coring most fruits and vegetables.

“With this new attachment there are virtually no limits to how fruits and vegetables can be used in healthy and interesting ways,” said Beth Robinson, senior brand experience manager for KitchenAid. “And coupled with the power of the stand mixer, the hands-free operation makes using the spiralizer a joy.”

The spiralizer features durable metal construction and a storage case for convenient organization of both the unit and its dishwasher-safe accessories.

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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 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/>