

# KitchenAid®

Kim Roman  
Digitas  
212.350.7822  
kim.roman@digitas.com

Jill Sciuto  
Digitas  
646.735.7582  
jill.sciuto@digitas.com

Beth Robinson  
KitchenAid  
269.923.4770  
beth\_l\_robinson@kitchenaid.com

## **TWO NEW TASKS FOR THE EVER VERSATILE KITCHENAID® STAND MIXER**

**CHICAGO** (March 15, 2014) – As they have for 95 years since the brand's iconic stand mixer was introduced, the engineers at KitchenAid have been busy coming up with new ways for cooks to harness the power of this versatile kitchen workhorse. The latest results of their efforts, introduced here this week at the International Home + Housewares Show, include food processor and juicer attachments that closely mimic the capabilities of free standing countertop appliances, while taking up a fraction of the countertop and storage space.

“What could be more practical than tapping the performance of one powerful machine to fulfill the tasks of many?” notes Beth Robinson, senior manager of brand experience for KitchenAid. “And unlike many multitasking kitchen tools, the KitchenAid stand mixer is truly a master of all.”

Similar to the brand's freestanding food processors, the new food processor attachment for the stand mixer features the brand's exclusive ExactSlice™ System, which adjusts the thickness of slicing with a simple slide of the external lever. Its 2-in-1 wide mouth feed tube easily accommodates foods such as apples, carrots and potatoes with little prep beforehand. The base model comes with a reversible shredding disc, as well as julienne and slicing discs. The premium model includes a storage case with all of the discs included in the base model, as well as a new commercial-style dicing attachment that quickly and precisely dices foods like tomatoes and cucumbers for salsas or vegetable salads. The base and premium food processor attachments will carry suggested retail prices of \$179.99 and \$249.99 respectively, and are scheduled to be available in June.

The new Juicer and Sauce attachment features a 2-in-1 feed tube that easily accommodates small foods such as strawberries, carrots, and halved apples. The stainless steel blade first pre-slices foods, and then processes them at a low speed. The attachment includes three pulp screens to customize juices using high or low pulp levels, and can easily make sauces or purees with the sauce screen. The Juicer and Sauce attachment is scheduled for availability in August at a suggested retail price of \$249.99.

As with the brand's other attachments, these new attachments fit securely into the multi-purpose hub found on the front upper body of all stand mixer models and are powered by the stand mixer motor.

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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 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.

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