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STAND MIXER GIFTS FROM KITCHENAID

BENTON HARBOR, Mich (August 27, 2014) – With new juicer and food processor attachments, stylish ceramic bowls and three new colors, the KitchenAid® Stand Mixer offers endless culinary possibilities and makes for a great gift this holiday season. Further details about the products listed below can be found at www.kitchenaid.com/stand-mixers.

Stand Mixer Attachments

These new attachments mimic the performance and capabilities of the brand's countertop appliances, while taking up a fraction of the space.

The new juicer and sauce attachment features a 2-in-1 feed tube capable of accommodating a variety of fruits and vegetables. A stainless steel blade first pre-slices foods, and then processes them at a low speed. The attachment includes a low pulp, high pulp and sauce screen. Suggested retail price for the juicer and sauce attachment is \$249.99.

The new food processor attachment for the stand mixer features the brand's exclusive ExactSlice™ System, which adjusts slice thickness using an external lever. A 2-in-1 wide mouth feed tube eliminates the need for extensive food prep beforehand. The base model comes with a reversible shredding, julienne and slicing discs, while the premium model includes a new commercial-style dicing kit. The base and premium food processor attachments are available for \$179.99 and \$249.99, respectively.

As with all KitchenAid® stand mixer attachments, these new attachments fit into the multi-purpose hub of all stand mixer models and are powered by the stand mixer motor.

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Ceramic Bowls

New colorful ceramic bowls for the brand's 5-quart stand mixers offer cooks a new way to personalize their stand mixers. These bowls – available in Glacier, Majestic Yellow, Onyx Black, Purple and White Chocolate – feature a convenient pouring spout and are dishwasher and microwave safe. The bowls carry a suggested retail price of \$79.99.

New Colors

KitchenAid is debuting three new colors for the brand's iconic stand mixer. Sea Glass adds a playful touch to any neutral kitchen space with its captivating hue and luminous glossy finish. The Sea Glass Artisan® Design Series stand mixer is currently available for \$459.99. The Artisan® Series Bordeaux stand mixer offers a blue-based red hue that is both timeless and glamorous, and adds a rich, luxurious touch to the countertop. It is available at a suggested retail price of \$429.99. Lavender is a soothing shade of pastel purple that brings a soft, fresh element to any kitchen space, pairing especially well with white or stainless steel appliances. The Lavender stand mixer is available for \$429.99.

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. To learn why chefs choose KitchenAid for their homes more than any other brand*, visit [KitchenAid.com](https://www.kitchenaid.com).

* 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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