

KitchenAid®

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NEW KITCHENAID® TOASTERS: LARGE CAPACITY, SLEEK DESIGN

CHICAGO (March 10, 2015) – Further enhancing this home kitchen essential, KitchenAid has designed new 2- and 4-slice toasters with increased functionality and a virtually seamless design. These newest additions to the KitchenAid toaster collection made their debut today at the International Housewares Show in Chicago.

The 4-Slice Toaster, featuring a long slot and extra wide 1½” slots, can accommodate everything from English muffins and breakfast pastries to thickly-sliced artisan breads.

“In addition to their larger slots and sleek design, these toasters also offer enhanced programmability and ease of use,” said Beth Robinson, senior manager of brand experience for KitchenAid. “For example, multiple setting stages like bagel, defrost and keep warm can all be selected at once, and the toaster will move through the settings on its own.”

For added convenience, both toaster models include an Extra Lift feature to easily remove smaller slices that can be harder to grasp once toasted. A Peek & See mode allows for easy monitoring of toasting progress without stopping the toaster, while a handy Keep Warm Mode keeps foods warm for up to three minutes after toasting has ended. Seven settings, including Bagel, Defrost and Reheat, allow for precise toasting at any level.

Additional features include an easy-to-clean, smudge-resistant metal housing and push to release crumb tray. The cord tucks neatly underneath the base of the toaster, freeing up additional counter space and making for convenient storage. Both models will be available in June in Contour Silver, Empire Red and Onyx Black. Suggested retail prices are \$99.99 for the 2-slice model and \$129.99 for the 4-slice model.

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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/>