

KitchenAid®

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KITCHENAID LAUNCHES MAGNETIC DRIVE BLENDER AND NEW BUSINESS UNIT

CHICAGO (March 8, 2015) – In a move that could prove transformative for the fast-growing premium blender category, KitchenAid has introduced a first-of-its-kind Magnetic Drive Blender for home use and launched a newly formed global business unit that will focus entirely on blenders.

The new Magnetic Drive Blender, dubbed Torrent™, uses an interlocking magnetic drive system, instead of a traditional coupler mechanism, to power its blades and safely secure its jar.

“We wanted to launch the new business unit with a product that had never before been available for consumer use,” says Kay Oswald, global business unit director for KitchenAid blenders. “Thoughtful marketing partnerships coupled with a blender offering unprecedented performance will ensure that KitchenAid becomes a leader in the premium blender category.”

The new blender uses magnets to secure the pitcher to the motorized base and drive the blades, resulting in an easy front-load, slide-in design. Helpful pre-programmed, hands-free settings for juices, soups and sauces, milkshakes, and icy drinks and smoothies take the guesswork out of blending and remove the need to constantly monitor the blender. Features also include variable speed controls and a pulse setting for added flexibility in a range of blending tasks.

“The blender is not only powerful but also exceptionally easy to use compared to traditional models,” said Beth Robinson, senior manager of brand experience for KitchenAid. “The ability to add ingredients, select a program button and walk away make this product an incredible game-changer for the home blending experience.”

A thoughtfully located ingredient feed on the top of the blender allows for the addition of ingredients at any point during the blending process, while an intuitive Intelli-Speed® Control system automatically optimizes blade speed to efficiently complete blending tasks like crushing ice or pureeing vegetables.

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KITCHENAID LAUNCHES MAGNETIC DRIVE BLENDER AND NEW BUSINESS UNIT/Pg. 2

The Torrent™ blender features a powerful 1.8HP motor capable of tackling homemade nut butters and icy drinks. It also incorporates the brand's exclusive Diamond Blending System with patented stainless steel blades and a diamond-shaped pitcher that creates a powerful vortex for thorough and efficient blending.

“With its sleek design and wide array of blending tasks, the Torrent™ blender was designed to be a versatile statement piece for the kitchen counter,” notes Robinson.

All high performance KitchenAid® blenders, including Torrent™, will be assembled at the brand's Greenville, Ohio manufacturing plant, which is expanding to accommodate growth in the brand's global small appliance business. The Torrent™ blender will be available this April in Candy Apple Red, Frosted Pearl, Onyx Black and Sugar Pearl Silver at a suggested retail price of \$599.99.

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 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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