

# KitchenAid®

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## **POWERFUL NEW KITCHENAID® VENTILATION OPTIONS REMOVE SMOKE, ADD STYLE**

BENTON HARBOR, Mich. (February 11, 2015) – A new collection of high-performance ventilation products from KitchenAid gives cooks more stylish options than ever for quietly clearing the air and keeping kitchen cabinets, walls and other surfaces clean. The new ventilation products are the first available in an entirely new collection of KitchenAid major appliances, with others scheduled for availability beginning in April.

The sleek lines and elegant design of the collection's new perimeter ventilation canopy hoods are both distinctive and the secret to what makes this model so effective and efficient. As air is drawn through the narrow slots around the hood's perimeter, air flow is speeded up to efficiently capture cooking vapors, smoke and steam. The vents concentrate the airflow in much the same way a vacuum cleaner's crevice attachment does to improve suction. Capable of efficiently handling up to 65K BTU total output, these new hoods can even accommodate the ventilation requirements of many commercial-style cooktops.

In addition to its power and sleek lines, the perimeter ventilation offers the additional benefit of quiet operation with its perimetric cover that reflects noise from the motor back into ventilation hood. The hood is equipped with an in-line adaptable motor, and with the purchase of an Easy In-Line Conversion Kit, can help make the transition from a traditional setup to an in-line blower installation, for even quieter operation.

"Beyond enhancing air quality and overall cleanliness in the kitchen, proper ventilation allows cooks to explore a broad range of cooking techniques, including those involving high levels of heat and steam," said Beth Robinson, senior manager of brand experience for KitchenAid. "But it's not just what these products remove from the kitchen that matters, it's also what their sophisticated design and high level of craftsmanship can add aesthetically."

Available in 30" and 36" sizes for wall mount and under-cabinet styles, and 30", 36" and 42" sizes for island mount style, the new models are crafted of high quality stainless steel and equipped with LED task lighting and dishwasher safe grease filters.

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Certain models feature halogen night lights and an Auto Speed Setting that automatically adjusts fan speed to ventilation needs depending on the heat being produced.

Available now, the new KitchenAid ventilation hoods are priced from \$899 for a 30" under-cabinet model to \$1,899 for a 42" island mount model.

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 14<sup>th</sup> 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 [www.KitchenAid.com](http://www.KitchenAid.com) or join us at <http://facebook.com/KitchenAid> and <http://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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