

KitchenAid®

Contacts:

Jill Sciuto
Digitas
646.735.7582
jill.sciuto@digitas.com

Jenna Llewellyn
Digitas
212.699.0251
jenna.llewellyn@digitas.com

Beth Robinson
KitchenAid
269.923.4770
beth_l_robinson@kitchenaid.com

KITCHENAID AND FOOD NETWORK PARTNER TO LAUNCH THE KITCHENAID APPLE CHALLENGE

Social media contest puts a new twist on the classic recipe challenge

BENTON HARBOR, Mich (August 17, 2015) – Marking its first-ever hashtag-based social media challenge, KitchenAid is partnering with Food Network, *Food Network Magazine* and Iron Chef Geoffrey Zakarian to celebrate culinary creativity and innovation through a timeless ingredient: the apple.

Running from August 17 through September 14, the KitchenAid Apple Challenge invites cooks to create an original recipe using an apple as a primary ingredient, and share a photo and description of their recipe using #KitchenAidContest on Twitter or Instagram, or upload it at FoodNetwork.com/AppleChallenge. Eligible participants can win a private cooking lesson with chef Zakarian, a new suite of black stainless appliances from KitchenAid and the opportunity to have their winning recipe appear in a future issue of *Food Network Magazine*.

“We’re always looking for new and engaging ways to inspire and challenge our social media communities,” said Beth Robinson, senior manager of brand experience for KitchenAid. “Seeing the imaginative ways that cooks use our products is the most gratifying part of developing and launching them.”

Four semi-finalists will be chosen to fly to New York City to compete in a cook-off judged by chef Zakarian. The winner of the challenge will receive a new KitchenAid multi-door refrigerator, double wall oven, fully integrated dishwasher, gas cooktop or range, ventilation hood and the brand’s iconic stand mixer, as well as a private cooking class with Geoffrey Zakarian.

“Joining forces with Food Network, *Food Network Magazine* and chef Zakarian allows us to tap into the creative energy of a broad base of fans,” adds Robinson. “We’re expecting great participation and lots of new twists on cooking and baking with apples.”

To enter, contestants must submit a photo and description of their original apple dish on Twitter or Instagram using the hashtag #KitchenAidContest, or upload it [here](#). The deadline is September 14.

KITCHENAID AND FOOD NETWORK PARTNER TO LAUNCH THE KITCHENAID APPLE CHALLENGE /Pg. 2

KITCHENAID

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.

FOOD NETWORK

(www.foodnetwork.com) is a unique lifestyle network, website and magazine that connects viewers to the power and joy of food. The network strives to be viewers' best friend in food and is committed to leading by teaching, inspiring, empowering and entertaining through its talent and expertise. Food Network is distributed to more than 100 million U.S. households and up to 35 million unique web users monthly. Since launching in 2009, Food Network Magazine's rate base has grown 13 times and is now the third largest monthly magazine on the newsstand, with over 12.4 million readers. Headquartered in New York, Food Network has a growing international presence with programming in more than 150 countries, including 24-hour networks in the United Kingdom, Asia, and the Europe, Middle East and Africa (EMEA) region. Scripps Networks Interactive (NYSE: SNI), which also owns and operates Cooking Channel (www.cookingchanneltv.com), HGTV (www.hgtv.com), DIY Network (www.diynetwork.com), Travel Channel (www.travelchannel.com) and Great American Country (www.gactv.com), is the manager and general partner.

FOOD NETWORK MAGAZINE

Food Network Magazine is the best-selling epicurean title on newsstands, appealing to food lovers of all ages and culinary abilities, offering accessible recipes and tips, and unprecedented access to America's favorite culinary stars. Every issue showcases great kitchen tools, food products, new restaurants and a behind-the-scenes look at some of the network's most popular shows. *Food Network Magazine* is a joint venture of Food Network (www.foodnetwork.com), a unique lifestyle network distributed to more than 100 million U.S. households, and Hearst Magazines. Hearst Magazines is a unit of Hearst Corporation, one of the nation's largest diversified media and information companies. With 21 titles in the U.S., Hearst is the leading publisher of monthly magazines in terms of total paid circulation (AAM 2H 2014), reaching 78 million readers (Spring 2015 MRI gfk) and 54 million site visitors each month (comScore).

###

TO PRESS: To download high-resolution product images and view the latest press releases, please visit the KitchenAid online press room at newsroom at <http://news.kitchenaid.com/>.