

KitchenAid®

Contacts:

Jill Sciuto
Digitas
646.735.7582
jill.sciuto@digitas.com

Beth Robinson
KitchenAid
269.923.4770
beth_1_robinson@kitchenaid.com

KITCHENAID BRINGING INSPIRED NEW DESIGN TO FOOD & WINE CLASSIC IN ASPEN

Aspen, Co. (June 18, 2015) – As it has for decades, KitchenAid will return to the F&W Classic in June as the exclusive kitchen appliance sponsor. The brand will provide celebrity chefs with demonstration stages, and virtually everything else needed to inspire culinary creativity among attendees. But this year, these same kitchen stages will be outfitted with an entirely new collection of boldly-designed, professionally-inspired KitchenAid appliances, including many in the brand's exclusive, first-ever black stainless steel finish.

Widely considered the nation's premier culinary event, the F&W Classic offers attendees hundreds of culinary experiences with noted winemakers, celebrity chefs and culinary luminaries, all in a spectacular setting. This year's event, taking place June 19-21, includes such headliners as Tyler Florence, Carla Hall, Jacques and Claudine Pepin, Marcus Samuelsson and Andrew Zimmern, among others.

In addition to a full array of its small appliances, KitchenAid will spotlight much of the new major appliance collection, including a French door bottom mount refrigerator, gas cooktop with Even-Heat™ Torch Burner and dual fuel commercial-style range. Most appliances in the collection, including those in black stainless steel, are scheduled for availability beginning this month.

“KitchenAid always looks forward to the F&W Classic and the notable chef talent we have the pleasure of working with,” notes Beth Robinson, senior brand experience manager for KitchenAid. “And while we're always proud to demonstrate the brand's culinary expertise, this year we're equally thrilled to showcase a new look that pushes the boundaries of appliance design.”

KitchenAid is also partnering with *Food & Wine* to create and share culinary content well beyond the estimated 5,000 foodies expected to attend the event. KitchenAid sponsored content will include 10 *Mad Genius* video segments offering clever cooking tips and tricks from senior test kitchen editor Justin Chapple. The video will be available via FoodandWine.com and KitchenAid social media channels following the festival.

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KITCHENAID BRINING INSPIRED NEW DESIGN TO FOOD & WINE CLASSIC IN ASPEN/PAGE TWO

As in years past, attendees will also have the opportunity to bid on culinary experiences and KitchenAid small appliances signed by celebrity chefs via a silent auction hosted in the KitchenAid display area in the Grand Tasting Tent. Proceeds will benefit Cook for the Cure, a 14-year partnership between KitchenAid and Susan G. Komen® that has raised more than \$10 million to support the fight against breast cancer.

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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