

# KitchenAid®

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## KITCHENAID EXPANDS ITS THREE BAKEWARE COLLECTIONS

**CHICAGO** (March 18, 2014) – The KitchenAid brand, known for its iconic stand mixer and other cooking and baking essentials, is expanding its aluminized steel and vitrified ceramics bakeware collections to include more options for experienced bakers, and multi-piece sets for those just getting started.

“It’s often said that baking is more science than art, requiring precision every step of the way,” said Michael Huie, global business unit director for KitchenAid. “Our goal is to give bakers one less thing to worry about by providing meticulously designed tools that deliver professional-style results, whether it’s perfecting a classic chocolate cake or tackling chocolate croissants.”

A total of 16 new pieces and sets will be added to the brand’s popular aluminized steel Classic and Professional bakeware collections. The Classic collection is constructed with .6mm of thickness and includes such new offerings as jelly roll pans, a quick loaf pan and 24 space mini muffin pan. The .8 mm thick Professional collection now includes large cookie sheets and a cake pan with handle, as well as two 2-piece bakeware sets, one with baking sheets and one with mini muffin pans. Also new to both collections are 5-piece bakeware sets with loaf, square, cake, 12-muffin and jelly roll pans.

The brand is also launching snap lids for the 12-muffin and 9” x 13” cake pans. The plastic lid sits on top of the pan and locks on both sides to shield baked goods for transport and extended freshness.

The Classic and Professional bakeware collections are rust resistant, warp resistant and dishwasher durable. Suggested retail prices for the Classic bakeware line begin at \$14.99 per piece to \$79.99 for the 5-piece set. Suggested retail prices for the Professional bakeware line begin at \$24.99 per piece to \$99.99 for the 5-piece set.

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KitchenAid is rounding out its Streamline ceramics collection with new pieces ranging from canisters to serving platters. Refreshingly simple and sleek, the contemporary collection is designed to go stylishly and effortlessly from kitchen to table. The casserole pieces will be available in 1.9qt, 2.8qt. and 4.2qt. sizes, all with a white base matched to either an Almond Cream, Azure, Buttercup, Empire Red, Key Lime, Onyx Black or Persimmon top. Nesting sets of casseroles, available in the same colors plus Boysenberry, consist of .3qt, .7qt., 1.5qt. and 3.5qt. pieces that can be stored in one another.

The Streamline ceramics collection features a durable vitrified finish, creating a nonporous surface that is resistant to chipping, cracking, and stains. The pieces are microwave, freezer and dishwasher safe, and can be heated up to 500°. All are designed for easy cleanability. The casseroles and nesting sets are available now, with suggested retail prices ranging from \$49.99 to \$99.99 for the casseroles and \$149.99 for the nesting set.

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 for the Cure®, is now in its 13<sup>th</sup> year and has raised over \$9 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](http://KitchenAid.com) or join us at [Facebook.com/KitchenAid](https://Facebook.com/KitchenAid) and [Twitter.com/KitchenAidUSA](https://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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