

# KitchenAid®

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**KITCHENAID® COOKWARE AND CUTLERY:  
MORE “UNPLUGGED” ESSENTIALS FROM THE MOST COMPLETE KITCHEN BRAND**

**CHICAGO** (March 9, 2015) – Two years after the launch of KitchenAid® cookware at the 2013 International Home + Housewares Show, the brand is relaunching select cookware lines with new functions and features, and unveiling new cutlery sets that take thoughtful design to the next level.

“KitchenAid currently offers a large selection of cookware lines, each crafted with different combinations of materials and finishes that cater to a variety of cooking styles and technologies,” said Michael Huie, global business unit director for KitchenAid. “As we expand this collection, our goal is to provide cooks with high-quality tools that both assist in and help fuel culinary creativity.”

## Cookware

The KitchenAid® Aluminum and Hard Anodized cookware lines now include handles built with non-stick coated rivets for ease of cleaning. Aluminum cookware handles are constructed with stainless steel topped with silicone; Hard Anodized handles are constructed with stainless steel and a silicone insert. The Aluminum cookware interior is finished with a long-lasting, 3-layer nonstick coating, and Hard Anodized cookware interior is finished with a Teflon® Select nonstick coating. Both cookware lines feature an exterior colorfast finish that resists fading and discoloring.

Available in July in Empire Red and Onyx Black, suggested retail price for the 10-piece Aluminum cookware set is \$199.99. Suggested retail price for the 10-piece Hard Anodized cookware set, available in Midnight Black, is \$249.99. Both collections are induction capable and dishwasher safe.

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Making its debut today at the Housewares Show is the Hard Anodized Gourmet cookware line, a special edition of the brand’s traditional Hard Anodized line. Pots and pans feature pouring spouts that smoothly guide liquids from cookware to other vessels, and lids include built-in strainers to prevent solid foods from escaping with liquids. Available in Chocolate Diamond, a new color for the brand, the suggested retail price for the 10-piece Hard Anodized Gourmet set is \$374.99.

### Cutlery

KitchenAid is also launching two new cutlery sets: a 7-piece set and an 11-piece set, constructed with high quality, German manufactured steel. The steel undergoes a precise ice-hardening treatment, using a series of heating and cooling patterns to strengthen corrosion resistance and flexibility. The result is steel blades with long lasting sharpness and better protection against rust. The cutlery sets’ hand-finished edges allow for clean cuts.

The 7-piece set includes shears, knife sharpener, 8” chef knife, 8” bread knife, 5.5” serrated utility knife, 3.5” paring knife and zinc die cast knife block. The 11-piece set includes the same contents, plus an 8” slicer knife, 7” santoku knife, 6” utility knife and 3” paring peeler. The knives have black handles, and the knife blocks are available in Candy Apple Red, Frosted Pearl White, Onyx Black and Sugar Pearl Silver. Available in July, the suggested retail prices are \$799.99 for the 7-piece set and \$1,399.99 for the 11-piece 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®, 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 [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 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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TO PRESS: To view the KitchenAid International Home + Housewares Show 2015 press kit, please visit <https://www.virtualpressoffice.com/kit/KitchenAidIHHS2015>. To view high resolution product images and

view the latest press releases, please visit the KitchenAid online press room at:

<http://news.kitchenaid.com/category/press-room/>