

KitchenAid®

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KITCHENAID BRINGS EXACTSLICE™ INNOVATION AND COMMERCIAL STYLE DICING TO NEW LINE OF FOOD PROCESSORS

CHICAGO (March 18, 2014) – KitchenAid is introducing a new line of ExactSlice™ food processors at this week’s International Home + Housewares Show in Chicago. The ExactSlice™ system, first available on the brand’s 13-cup food processor, will now be included on new 7, 9, 11, and 14-cup models as well. This first-of-its-kind innovation uses an external lever to adjust slicing from thick to thin without the need to change blades.

ExactSlice™, featuring six thickness settings and a new enlarged external lever makes it even easier to switch between thin and thick slices. A new crinkle cutting disc, along with multipurpose and dough blades, makes slicing, shredding, kneading, pureeing and chopping food a fast, simple process.

“The ExactSlice™ system is a true game changer in the food processor category,” said Beth Robinson, senior manager of brand experience for KitchenAid. “It makes an already useful and versatile tool even more essential for both adventurous and everyday cooking.”

The new 14-cup food processor can be paired with an optional commercial-style dicing kit that makes short work of cubing ingredients for soups, stews and salsas, as well as mirepoix and soffritto (diced carrot, celery and onion), the culinary building blocks of many dishes. The 14-cup model also includes a 3-cup mini bowl for making smaller recipes.

The 7, 9, 11 and 14-cup models all have dual shredding settings for fine and medium shredding, and multiple speeds, including high, low and pulse, for better precision and accuracy for both soft and hard foods. The 7 and 14-cup models are designed with a 2-in-1 feed tube, and the 9 and 11-cup models include a 3-in-1 wide mouth feed tube, capable of accommodating larger foods and requiring less prep work, meaning that even potatoes can be diced with ease. The work bowls and accessories are BPA-Free.

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KITCHENAID BRINGS EXACTSLICE™ INNOVATION AND COMMERCIAL STYLE DICING TO NEW LINE OF FOOD PROCESSORS/Page 2

The Food Processors will be available in a range of colors including Contour Silver, Empire Red, Onyx Black and White. The 7-cup model will be available in March and carries a suggested retail price of \$149.99. The 9-cup model is available now and has a suggested retail price of \$199.99. The 11 and 14-cup models will be available in June and carry suggested retail prices of \$249.99 and \$299.99, respectively.

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 13th 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 or join us at Facebook.com/KitchenAid and 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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