

KitchenAid®

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FOR IMMEDIATE RELEASE:

NEW KITCHENAID® GAS COOKTOPS: DESIGNED FOR COOKING ENTHUSIASTS

BENTON HARBOR, Mich (October 6, 2014) – Tapping into nearly a century of iconic design, innovation and craftsmanship, KitchenAid has introduced a line of six professionally-inspired gas cooktops representing a new level of premium aesthetics and performance for the brand.

“Just as automotive companies design specific models for car enthusiasts, our goal with these newest cooktops is to catch the eye and raise the pulse of cooking enthusiasts with easily visible upgrades in craftsmanship, performance and fit, feel and finish,” said Beth Robinson, senior manager of brand experience for KitchenAid. “The kitchen may be the heart of the home, but it’s the cooktop that’s the heart of the kitchen, which for cooks makes it the single most important vehicle for expressing their passion and creativity.”

Designed to meet a wide range of cooking needs, these latest cooktops are equipped with a variety of burners ranging from 5K to 20K BTUs. Depending on the model, all-purpose Multiflame or Professional Dual Ring burners allow cooks to go from a boil to a simmer without changing burners. For more control of the flame at the lowest setting, a diffuser plate incorporated into an Even-Heat™ Simmer Burner allows for more precise simmering and melting of sauces, butter, chocolate and other delicate ingredients.

To help protect the cooktops from spills and stains that may occur with high-temperature cooking – and to ensure they will look clean and bright longer – the new models feature CookShield, a permanent finish that makes it easy to wipe surfaces clean without harsh chemicals.

The new cooktops, available in 30” and 36” models, combine professional-style design with a number of sleek and practical touches more suitable for the home. Each features Multi-Finish Knobs with a unique barrel design for precise dialing, a non-slip brushed metal surface, sleek chrome highlights, and an easy-to-clean satin texture. In certain models, the knobs incorporate LED back lighting that glows elegantly from the bezel, both for visual effect and to indicate when the cooktop is turned on.

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NEW KITCHENAID® COOKTOPS: DESIGNED FOR COOKING ENTHUSIASTS/Page Two

All models feature full-width cast iron grates, electronic ignition and LP conversion kits for use with LP gas. Two models offer a removable, non-stick griddle.

Available beginning in September, the new KitchenAid gas cooktops will carry suggested retail prices of \$1,099 to \$1,899.

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 twelfth year and has raised over \$9.5 million to help find a cure for breast cancer. To learn why chefs choose KitchenAid for their homes more than any other brand**, visit www.KitchenAid.com or join us at <http://facebook.com/KitchenAid> and <http://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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