

KitchenAid®

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KITCHENAID SHOWCASED IN *HOUSE BEAUTIFUL* KITCHEN OF THE YEAR
BRAND TO SERVE AS EXCLUSIVE KITCHEN APPLIANCE SPONSOR

New Orleans (May 1, 2015) – KitchenAid is teaming up with *House Beautiful* as exclusive kitchen appliance sponsor of the 8th Annual Kitchen of the Year, opening in New Orleans on May 2nd. Located in an 1860's home in the Uptown District, the kitchen has been completely reimaged by acclaimed decorator Ken Fulk for a family known for hosting large-scale, locally inspired dinners and cocktail parties.

For the first time, the Kitchen of the Year will be part of the Junior League of New Orleans' 10th Annual Kitchen Tour. The tour includes admission to 10 additional kitchens as well as a visit to the League's headquarters kitchen, inspired by the Kitchen of the Year and also outfitted by the KitchenAid brand. Cooking demonstrations with local chefs hosted by *House Beautiful* will take place in the Kitchen of the Year on May 4th, 5th and 6th.

"We have a long-standing history with *House Beautiful's* Kitchen of the Year, and are excited to work with Ken Fulk and the Junior League," notes Beth Robinson, senior manager of brand experience for KitchenAid. "We couldn't be happier with the way he's used drama, creativity, regional flavor and practicality to create a visually stunning space that's ideal for the way the homeowners live, cook and entertain."

The kitchen will feature the brand's new collection of major appliances, including a double wall oven, dishwasher and refrigerator in black stainless steel, a first-of-its-kind finish that is unique to KitchenAid. The finish brings a sleek and modern feel to the kitchen, while maintaining the professionally-inspired look of stainless steel. In addition to appliances for the kitchen, a KitchenAid® ice maker and undercounter refrigerator will outfit the library/bar area of the home. The new major appliance collection will be the brand's first collection to launch globally, with most products now available in the U.S.

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Local talent participating in the cooking demonstrations will include Chef Kelly Fields (May 4), executive pastry chef for the Besh Restaurant Group, which includes nine New Orleans restaurants owned by Chef John Besh; Chef Brian Landry (May 5), executive chef at gulf seafood spot Borgne, and Chef Miles Landrem (May 6), chef de cuisine at Mexican taqueria Johnny Sánchez. Each event will begin at 5p.m. CT and is open to anyone purchasing a general admission ticket to the show house on those dates.

Located at 4933 Camp Street in the Uptown District, the Kitchen of the Year will be open to the public for tours May 2nd and May 3rd. Check the websites for additional events throughout the week. More information can be found at www.housebeautiful.com/KOTY and www.jlno.org/KitchenTour.

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 fourteenth 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.

About House Beautiful

House Beautiful (www.housebeautiful.com) is the leading authority on American home design and decoration, reaching more than seven million readers every month. Founded in 1896, *House Beautiful* is the oldest continuously published shelter magazine in the United States. In May 2012, *House Beautiful* won the American Society of Magazine Editors award for General Excellence in the Lifestyle Magazines category. In addition to its U.S. flagship, *House Beautiful* publishes two editions abroad. Readers also can interact with the brand digitally on *House Beautiful* mobile (m.housebeautiful.com) and through e-editions on Zinio, iPad, B&N Nook and Kindle Fire. Hearst Magazines is a unit of Hearst Corporation, one of the nation's largest diversified media and information companies. With 21 titles in the U.S., Hearst is the leading publisher of monthly magazines in terms of total paid circulation (AAM 2H 2014), reaching nearly 81 million readers in print (Fall 2014 MRI gfk) and nearly 44 million site visitors each month (comScore). Follow House Beautiful on Twitter at [@housebeautiful](https://twitter.com/housebeautiful).

About the Junior League of New Orleans (JLNO)

The Junior League of New Orleans (JLNO) is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. It has proudly served Metropolitan New Orleans for over 90 years. A 501 (c) 3 not-for-profit organization, JLNO is dedicated to advancing the wellbeing of women through

improving economic opportunities, advocating for health and wellness and providing for family assistance. Currently, JLNO has over 2300 members making it the 12th largest Junior League in the world.

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