

# KitchenAid®

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## KITCHENAID INTRODUCES INNOVATIVE MULTI-DOOR REFRIGERATOR

**BENTON HARBOR, Mich** (April 28, 2015) - KitchenAid is unveiling a new, multi-door, freestanding refrigerator with a first-of-its-kind, five-compartment configuration that provides unparalleled control for organizing and preserving the freshness of foods. Available now in the brand's new black stainless steel finish, an industry first, and stainless steel, the 36-inch models carry suggested retail prices ranging from \$3,699 to \$3,999.

"Both the food preservation technology and organizational advancements found in our newest KitchenAid refrigerator were inspired by the many cooks who tell us they want the freshest possible ingredients and the ability to find them quickly and easily," said Beth Robinson, senior manager of brand experience for KitchenAid. "It's truly a cook's refrigerator and another KitchenAid tool for exploring culinary creativity."

The upper portion of the refrigerator is built with two, side-by-side compartments, similar to a traditional French door style. Inside, adjustable shelves make it easy to fit food and ingredients of all shapes and sizes, and the finely textured surface on shelf edges helps contain spills and prevent them from reaching other parts of refrigerator. To help cooks gather ingredients quickly and seamlessly, SatinGlide® Crispers feature premium rollers that move smoothly when opening and closing, even when the drawer is fully loaded. In addition, an herb storage container helps prolong the freshness of herbs, such a rosemary, thyme and oregano. Its angled floor allows stems to rest in water at the bottom, while the leaves remain dry at the top, and can store the amount of herbs found in a typical supermarket pack.

Two external drawers sit side-by-side in the middle of the refrigerator with a soft-close feature that keeps movement smooth and consistent, even when loaded with food. The left drawer offers five preset temperatures ideal for: meat/fish, drinks, greens/herbs, deli/cheese and thaw/marinate. The right drawer features a Produce Preserver with optimal humidity to keep fruits and vegetables, such as pears and parsnips, from over-ripening.

A bottom mount freezer drawer serves as the fifth compartment, with a three-tier design that helps keep items organized and easy to reach.

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The refrigerator is designed with the brand's Preserva® Food Care System that helps extend freshness, minimize odors and delay over-ripening of foods. Additional premium features include an In-Door-Ice® system located on the inside left door of the refrigerator, allowing for extra shelf space in the refrigerator compartment. A Measured Fill Water feature can be programmed to pour a measured amount of water – in ounces, cups or liters – for recipes and everyday items, like a coffee pot or water bottle.

LED Lighting gradually increases light levels in both the refrigerator and freezer to provide a sharper view with fewer shadows. Combined with a unique platinum interior, offered in one of the models, the lighting provides a silvery, glossy and sophisticated alternative to the traditional bright white finish. Exterior design features include Satin Textured Handles with a no-slip grip, inspired by professional grade kitchens, and are capped with the iconic KitchenAid® brand medallions at each end.

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 more than \$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 [www.KitchenAid.com](http://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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