

KitchenAid®

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KITCHENAID UNVEILS NEW COLORS AT HOUSEWARES SHOW

CHICAGO (March 15, 2014) – KitchenAid, the pioneer in bringing color to countertop appliances, is adding two new colors to its Artisan® and Artisan® Design Series stand mixer collections, called Bordeaux and Sea Glass. An additional color, Lavender, will round out the brand’s suite of pastel colored appliances called Ice Cream Suite.

“As kitchen designs are evolving, so are the color options for accompanying countertop appliances,” says Beth Robinson, senior manager of brand experience for KitchenAid. “Appliances can help enrich a kitchen space by adding a pop of contrasting color or enhancing an existing color palette.”

The newest color addition to the Artisan® Design Series, **Sea Glass**, offers a playful touch to any neutral kitchen space. The captivating hue has a luminous and glossy finish, and will be available for the Artisan® Design Series stand mixer (\$459.99) beginning in June.

Bordeaux is the latest color to join the KitchenAid® Artisan® Series color palette. The blue-based red hue is both timeless and glamorous, and adds a rich, luxurious touch to the countertop. It is suited especially well with rich wood or dark colored countertops. It will be available for the Artisan® Series stand mixer (\$429.99) beginning in September.

In addition, Lavender joins Ice, Majestic Yellow and Pink to form the Ice Cream Suite, a collection of pastel colored countertop appliances. Lavender is a soothing shade of pastel purple that brings a soft, fresh element to any kitchen space, pairing especially well with white or stainless steel appliances. The Ice Cream Suite colors, with the exception of Ice, will be available for the Artisan® Series stand mixer, 3.5-cup food chopper (\$49.99), 2-speed hand blender (\$59.99) and 5-speed hand mixer (\$49.99) beginning in March. Ice will be available beginning in June.

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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 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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