

# KitchenAid®

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## **NEW KITCHENAID® SPIRALIZER ATTACHMENT KICKS UP CREATIVITY IN THE KITCHEN**

**BENTON HARBOR, Mich** (June 10, 2015) - KitchenAid has introduced a new spiralizer attachment for its iconic stand mixer that gives cooks fresh new ways to get creative with fruits and vegetables. Available now at Sur La Table and at the beginning of August on KitchenAid.com, the spiralizer attachment carries a suggested retail price of \$129.99.

“The spiralizer is powered by the KitchenAid stand mixer and operates virtually hands-free, simplifying the process of fixing a quick and healthy meal,” said Beth Robinson, senior brand experience manager for KitchenAid. “Whether putting a healthy twist on a traditional recipe, or creating something completely original, the spiralizer gives cooks more ways to make delicious meals with fresh produce.”

Featuring five blades with up to nine combinations of spiralizing, slicing, peeling and coring, the attachment offers endless possibilities for fruit and vegetable preparation. As a healthy alternative to flour based pasta, a fine spiral blade turns vegetables, such as zucchini or squash, into thin, noodle-like strands. A medium blade spiralizes potatoes for casseroles and potato pancakes, cucumbers for fresh garden rolls or radishes for bright, seasonal garnishes. Separate slicing blades can be used for creating spirals of fresh fruits or vegetables with little to no cores, such as sweet potatoes, or those with larger cores, including apples and pears. By using a combination of accessories, the attachment can perform several functions at once, including peeling, slicing and coring most fruits and vegetables.

The spiralizer features durable metal construction and a storage case for convenient organization of both the unit and its dishwasher-safe accessories.

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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 14<sup>th</sup> 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 [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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