

KitchenAid®

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NEW *NESPRESSO* BY KITCHENAID® MACHINE DELIVERS EXCEPTIONAL COFFEE, BEAUTIFULLY

CHICAGO (March 17, 2014) – Two iconic brands with a legacy of exacting standards have partnered to introduce a new espresso maker that coffee lovers are sure to welcome, both for its performance and aesthetics. Scheduled for availability this fall, the new *Nespresso* by KitchenAid® machine is designed to brew premium, portioned *Nespresso* Grand Cru coffee capsules appreciated by coffee aficionados around the world.

“Our new espresso maker delivers the best of both worlds,” notes Dave Elliott, general manager for KitchenAid small appliances. “It combines the KitchenAid brand’s superior performance and timeless design with *Nespresso*’s expertise in sourcing the highest quality coffees and delivering an exceptional cup of coffee, time and again.”

“Having pioneered the portioned coffee market more than 25 years ago, we value partners like *KitchenAid* who incorporate new elements and aesthetics into the *Nespresso* family, providing unique ways for coffee lovers to experience our coffee,” Jean-Marc Duvoisin, CEO of Nestlé Nespresso SA. “KitchenAid shares our unwavering commitment to design and unmatched quality, and we are thrilled to partner with them to offer a beautiful, iconic system producing the highest quality coffee available.”

A simple loading system features an elegant, manual lever designed for use with *Nespresso* capsules. Featuring 22 Grand Cru coffees sourced from the top 1 - 2% of the world’s finest coffee beans from various regions of the world, these capsules offer the highest quality beans with distinct flavor profiles. A powerful 19-bar pressure pump ensures maximum flavor extraction from the coffee and the presence of a rich, delicious layer of crema, the essential characteristic of a high quality, authentic cup of espresso. A stainless-steel heating element guarantees precise temperature control, and a removable 1.4 liter water tank is easy to fill with fresh, filtered water and easy to keep clean.

The new *Nespresso* by KitchenAid machine can be set to brew ristretto, espresso and lungo coffees. With up to six cup calibrations and an easy-to-read LED indicator, the machine offers a range of volume and

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strength options to suit a variety of preferences. With a fast heat up time of 25 seconds, those with limited time won't have to wait long for their preferred coffee to brew. The used capsule container can hold up to 14 Grand Cru capsules, reducing frequent trips to the trash bin for emptying.

Featuring aluminum and zinc die-cast elements, the new *Nespresso* by KitchenAid® machine will be available in Candy Apple Red, Empire Red, Frosted Pearl, Medallion Silver and Onyx Black.

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.

About Nestlé Nespresso

Nestlé Nespresso SA is the pioneer and reference for highest-quality portioned premium coffee. *Nespresso* is involved in every aspect of the coffee value chain, from the coffee tree to the coffee cup, allowing the brand to guarantee consumers unsurpassed coffee quality in every cup of *Nespresso* coffee. In 2003, Nespresso put in place its own unique AAA Sustainable Quality™ Program, developed in collaboration with the Rainforest Alliance. The program seeks to ensure the highest quality and sustainability in coffee sourcing, while helping to improve the standard of living for farmers and their families. Headquartered in Lausanne, Switzerland, *Nespresso* operates in almost 60 countries and has more than 9,500 employees. In 2013, it operated a global retail network of over 320 exclusive boutiques. For more information, visit the new Nestlé Nespresso corporate website: www.nestle-nespresso.com.

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