

KitchenAid®

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KITCHENAID KICKS OFF 2014 EVENT CALENDAR WITH SOUTH BEACH WINE & FOOD FESTIVAL

Benton Harbor, Mich. (February 20, 2014) – Foodies from across the country will flock to sunny Miami this weekend for the first in a series of KitchenAid sponsored culinary festivals showcasing the talents of top celebrity chefs. Taking place February 20 – 24 on the beach and in venues throughout Miami, the South Beach Wine & Food Festival will include cooking demonstrations, walk-around tastings, seminars, intimate dinners, late night parties and other events.

Participating chefs, representing a “Who’s Who” in the culinary world, include Anthony Bourdain, Giada De Laurentiis, Tyler Florence, Emeril Lagasse, Marcus Samuelsson, Michael Symon, Ming Tsai, Geoffrey Zakarian, Andrew Zimmern, and dozens of others.

“It’s gratifying to have so many talented chefs performing on our culinary stage using KitchenAid equipment and inspiring attendees to take on new challenges in their own kitchens,” said Beth Robinson, senior manager of brand experience for KitchenAid. “The Festival will also mark the debut of some of the many new products we’re introducing this year.”

Throughout 2014 KitchenAid will sponsor and provide demonstration kitchens for a number of other culinary festivals, including the Austin Food & Wine Festival (April 25-27), Food & Wine Classic in Aspen (June 20-22) and New York City Wine & Food Festival (October 16-19).

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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