

# KitchenAid®

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## **FIRST SPONSORSHIP FOR KITCHENAID AT SUNSET SAVOR THE CENTRAL COAST**

Benton Harbor, Mich. (Sep 25, 2014) – In partnership with Sunset magazine, KitchenAid has added a new event to its yearlong series of culinary festivals. Sunset Savor the Central Coast, the premier west coast wine and food event, will take place September 25-28 at various venues in San Luis Obispo County.

Most recently, KitchenAid sponsored the Food & Wine Classic in Aspen (June 20-22), and following Sunset Savor the Central Coast, the brand will sponsor and provide demonstration kitchens for the Food Network New York City Wine & Food Festival (October 16-19).

“We’re thrilled to bring our newest products to yet another region of the country,” said Beth Robinson, senior brand experience manager for KitchenAid. “It’s always gratifying to share these experiences with foodies and those who love to cook.”

KitchenAid will be displaying a wide selection of appliances including the new Sparkling Beverage Maker, Juicer & Sauce Attachment for the Stand Mixer, and Dishwasher with Ultra-Fine Filter, which was recently rated #1 by a leading consumer magazine. Additionally, the brand will feature its dual fuel Commercial-Style Ranges at the Chef Central Stage and ENERGY STAR® Qualified French Door Refrigerator at the Farm to Table Stage. Brand specialists will be on hand to answer questions about the newest small and major appliances from KitchenAid.

Sunset Savor the Central Coast will feature cooking demonstrations from Celebrity Chefs Fabio Viviani and Tanya Holland. Other event highlights include winemaker seminars with Sunset Wine Editor Sara Schneider as the moderator, samplings from over 100 local wineries and restaurants, live musical performances and local highlights including visits to a sustainable farm and behind-the-scenes tours of Hearst Castle. For more information, or to purchase tickets, visit <http://www.savorcentralcoast.com/>.

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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 13<sup>th</sup> year and has raised over \$9.5 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](http://KitchenAid.com) or join us at [Facebook.com/KitchenAid](https://Facebook.com/KitchenAid) and [Twitter.com/KitchenAidUSA](https://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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