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NEW HOLIDAY GIFTS FOR THE KITCHEN FROM KITCHENAID

BENTON HARBOR, Mich. (September 27, 2011) - Whether the cook or baker on your holiday gift list has an appetite for the latest and greatest kitchen gadgets or hungers for time-tested essentials, three new small appliances from KitchenAid are sure to fit the bill. Each brings something new and unique to the kitchen countertop, and like the iconic Stand Mixer that first earned the brand its culinary credentials, each is designed for versatility and long lasting performance.

So go ahead, give the gift of extra hands in the kitchen. You just might be rewarded with a delicious, homemade “thank you” or two after the holidays.

The new **13-Cup KitchenAid® Food Processor** is a total game-changer in a product category that has seen relatively little innovation in recent decades. As the first and only model to feature an externally adjustable slicing disc, it does away with the need to stop the machine, remove the lid and swap blades between tasks. Instead, slicing is adjusted from thin to thick simply by sliding an external lever from left to right. Specially engineered speeds and a new cutting system allow for precise slicing of even the most delicate ingredients, from bananas, kiwis and strawberries (think ultimate fruit salad) to mushrooms and tomatoes (frittata, anyone?) Its low speed setting helps create uniform slices of these softer foods, while a high speed setting slices or shreds such hard foods as potatoes, carrots or cheese. With its Ultra Wide Mouth™ design, multiple bowls, dough blade and other accessories, this “re-invented” food processor is designed for serious cooking, entertaining and everyday use. The new food processor carries a manufacturer’s suggested retail price of \$249.99 and is available in Onxy Black, Empire Red, White, Cocoa Silver and Contour Silver.

The industry’s largest capacity residential bowl-lift model, and the brand’s most powerful and best performing offering, the new **7-Quart KitchenAid® Stand Mixer** is the new flagship in a line that first revolutionized home cooking back in 1919. Its super-powerful 1.3HP motor is the KitchenAid brand’s most efficient and quietest available, and allows this workhorse to mix or knead up to 8 ½ pounds of mashed potatoes, 8 ½ loaves of bread or 14 dozen cookies. Like all KitchenAid Stand Mixers, it has a power hub that accommodates more than a dozen attachments for making everything from pasta and ice cream to sausage. Available in Black Storm, Candy Apple Red and Medallion Silver, this Stand Mixer carries a manufacturer’s suggested retail price of \$649.99.

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With five speeds of operation and an array of accessories, the new **5-Speed KitchenAid® Hand Blender** is a powerful, multi-purpose kitchen tool that can tackle everything from blending, pureeing, crushing and chopping to frothing, beating and mincing. Its portability and exclusive design features allow for easy processing of ingredients directly in deep pots, mixing bowls or pitchers. It includes the industry's first interchangeable stainless steel bell blade assemblies with covers, a BPA-free chopper bowl, a first-of-its-kind removable pan guard to help protect cookware, and a lidded one-liter blending pitcher, also BPA-free, for preparing, serving and storing foods. Available in Onyx Black and Contour Silver, the new hand blender has a manufacturer's suggested retail price of \$129.99.

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. This year marks the brand's 10th anniversary of Cook for the Cure®, a partnership with Susan G. Komen for the Cure® that has raised over \$8 million to help find a cure for breast cancer. In connection with the Cook for the Cure® program, KitchenAid will donate a minimum of \$450,000 to Komen in 2011. To learn why chefs choose KitchenAid for their homes more than any other brand*, visit www.KitchenAid.com or join us at <http://facebook.com/KitchenAid> and <http://twitter.com/KitchenAidUSA>.

* Based on a 2010 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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