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FOR IMMEDIATE RELEASE:

## **KITCHENAID NAMED APPLIANCE “BRAND OF THE YEAR”**

### ***Harris Poll EquiTrend® Study Finds Consumers Give Highest Marks in Appliance Category to KitchenAid Major and KitchenAid Small Appliances***

BENTON HARBOR, Mich. (April 26, 2011) – A study of American consumers by Harris Interactive, the research firm behind the well-regarded Harris Poll, has identified KitchenAid as Brand of the Year for the major appliance and small appliance brands. Results are determined on the basis of six key measurements including “brand equity,” a keystone of the program that measures familiarity, quality and purchase consideration.

Based on the results of the *2011 Harris Poll EquiTrend® Study*, Harris Interactive has awarded *Brand of the Year* honors to KitchenAid in both the Major Appliances category and the Small Appliances category, along with the highest ranked brands in other categories.

“KitchenAid has always worked very hard to earn and maintain the trust of consumers,” said Deb O’Connor, senior manager of brand experience for KitchenAid “This study provides highly credible validation of the measures we take to earn that trust, from product quality and craftsmanship to customer service and social responsibility.”

#### **About the Study Methodology**

The EquiTrend® study evaluates measures including Equity, Consumer Connection, Commitment, Brand Behavior, Brand Advocacy and Trust. The keystone to the program is Equity, which provides an understanding of a brand's overall strength and is determined by a calculation of Familiarity, Quality, and Purchase Consideration.

This year’s Harris Poll EquiTrend® study was conducted online among 25,099 U.S. consumers ages 15 and over between January 11 and 27, 2011. A total of 1,273 brands were rated in 53 separate categories. Each respondent was asked to rate a total of 60 randomly selected brands. Each brand received approximately 1,000 ratings. Data were weighted to be representative of the entire U.S. population of consumers ages 15 and over on the basis of age sex, education, race/ethnicity, region, and income, and

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data from respondents ages 18 and over were also weighted for their propensity to be online. *(Note: These statements conform to the principles of disclosure of the National Council on Public Polls.)*

### **About Harris Interactive**

Harris Interactive is one of the world’s leading custom market research firms, leveraging research, technology, and business acumen to transform relevant insight into actionable foresight. Known widely for the Harris Poll and for pioneering innovative research methodologies, Harris offers expertise in a wide range of industries including healthcare, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer package goods. Serving clients in over 215 countries and territories through our North American, European, and Asian offices and a network of independent market research firms, Harris specializes in delivering research solutions that help us – and our clients – stay ahead of what’s next. For more information, please visit [www.harrisinteractive.com](http://www.harrisinteractive.com).

### **About KitchenAid**

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<sup>®</sup>, a partnership with Susan G. Komen for the Cure<sup>®</sup> that has raised over \$8 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 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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