

KitchenAid®

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FOR IMMEDIATE RELEASE:

KITCHENAID TO INTRODUCE ITS FIRST OWN COLLECTION OF KITCHENWARE

CHICAGO (March 2, 2013) – Reinforcing its position as the brand with the most complete collection of premium appliances and kitchenware in the industry, KitchenAid today announced plans to introduce the first line of non-licensed cookware, bakeware and kettles in its nearly 100-year history. KitchenAid had previously offered these products through a licensing arrangement.

“These newest KitchenAid products look, feel and perform like those that built our reputation as a brand,” said Michael Huie, global business unit director for KitchenAid.

The cookware collection, available beginning in July 2013, encompasses nine distinct lines, all of which are induction capable, each crafted with different combinations of materials and finishes, and each designed to not only accommodate, but optimize, different cooking styles and technologies.

They include induction-capable aluminum with a high temperature polyester silicone coating; forged hard anodized aluminum; stainless steel, stainless steel clad; induction-capable copper clad; color-accented stainless steel; 5 ply copper core and 7-ply stainless steel cookware. Suggested retail prices will range from \$179 for a 10-piece set in aluminum to \$1,599 for a 7-ply stainless steel clad. The cookware features patented materials that heat 30% faster on induction cooktops, and even faster on new KitchenAid induction models. A patented stainless steel finish helps the cookware retain a new appearance for years.

KitchenAid is also introducing a durable Cast Iron cookware collection, available in Streamline, Traditional and Professional designs. Streamline cookware designs are simple and sleek with rounded edges, and available in 3-qt., 4-qt. and 6-qt. sizes. Offered in Autumn Glimmer, Curacao Blue, Empire Red, Green Apple, Onyx Black, Plum Zen and Spring Blue colors, suggested prices range from \$59 - \$129.

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Traditional cookware designs offer a timeless look, with accented handles and ridging along the base. Available in Almond Cream, Botanical Green, Empire Red, Espresso, Glacier Blue, Majestic Yellow, and Persian Grape color options, the cookware comes in 3-qt., 4-qt. and 6-qt. sizes, with suggested prices ranging from \$69 - \$149. Professional cookware offers a premium grade of durability in design. Distinct in both form and function, the Professional designs are available in 4-qt. and 6-qt. sizes, with Cobalt Blue, Ivy Green and Royal Red color options. Suggested prices range from \$79 - \$169.

Developed after extensive consumer research, the new cookware collection was designed to address key concerns widely held among cookware users, including the validity of “dishwasher safe” claims, overall quality of construction, and suitability for use on electric, gas and induction cooktops.

“Every piece in the collection, including those with color finishes and accents, is designed to retain a like-new appearance after repeated dishwasher cleanings,” notes Huie. “And every piece can be used on any electric, gas or induction cooktop.”

Initially, the new cookware collection will be available through a number of top retailers in the U.S. and in some of the more than 100 countries where KitchenAid products are sold.

In addition to cookware, the brand will introduce durable, high performance, commercial grade bakeware collections in both a sheet metal and ceramic collection. Sheet metal bakeware is made with a thick base metal coated with aluminum for superior durability and will be available in 25 traditional shapes and designs in both nonstick aluminized and aluminized bakeware lines, with suggested retail prices ranging from \$12.99 to \$34.99.

The ceramic bakeware collection consists of a Streamline and Traditional Line. Designed using advanced manufacturing processes that ensure high-quality ceramics, both lines will offer a five-year no chip warranty. Streamline bakeware designs will be available in a White Chocolate base color matched with an Azure, Buttercup, Green Apple or Persimmon top color, or with a Matte Black base color matched with a Boysenberry, Empire Red, Onyx Black or Persimmon top color. Traditional Line bakeware will be offered in one-color options including Almond Cream, Botanical Green, Empire Red, Espresso, Glacier Blue, Majestic Yellow, Nectarine and Regal Purple. Available 1.5-qt., 2.5-qt. and 4-qt. sizes, suggested retail prices range from \$39 to \$79.

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KitchenAid also plans to release five new tea kettles in a variety of colors including Cameo Blue, Doulton Blue, Empire Red, Green Apple, Onyx Black, Pyrite, Tangerine, Yellow Citrus and White. Available in 1.5-qt. and 2-qt. sizes, suggested retail prices for the kettles will range from \$29.99 to \$69.99.

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. Cook for the Cure®, the brand's partnership with Susan G. Komen for the Cure®, is now in its twelfth 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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