

# KitchenAid®

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FOR IMMEDIATE RELEASE:

## KITCHENAID INTRODUCES FRESH NEW COLORS

**CHICAGO** (March 3, 2013) – KitchenAid, the premium brand that has been offering cooking enthusiasts colorful appliance options for more than 50 years, is adding seven new colors to its Artisan® and Artisan® Design Series stand mixer palettes, including: Azure Blue, Canopy Green, Cranberry, Frosted Pearl White, Plumberry and Watermelon.

The brand's latest pink shade, Cranberry, joins the Susan G. Komen series of KitchenAid products and will be available in a suite of coordinating countertop appliances. These include a 3.5-cup food chopper (\$49.99), 2-speed hand blender (\$49.99), 5-speed hand mixer (\$49.99) and blade coffee grinder (\$49.99). Additional KitchenAid colors offered in a countertop suite of appliances include Crystal Blue, Green Apple, Majestic Yellow and Tangerine.

“Why not make cooking more fun and enliven the kitchen space with a burst of color?” asks Beth Robinson, senior manager of brand experience for KitchenAid. “Selecting colorful countertop appliances is an easy way to brighten up a kitchen and for cooks to weave their unique styles into the décor.”

The Artisan® Stand Mixer model, with a suggested retail price of \$429.99, and Artisan® Design Series Stand Mixer model, with a suggested retail price of \$459.99, are designed with a tilt-back mixer head that provides clear access to the bowl and beaters. The mixer features a 5-quart capacity stainless steel bowl or glass bowl design, depending on the model, that can handle up to nine cups of flour and includes a flat beater, dough hook and wire whip. Like all stand mixer models, the mixer incorporates a multipurpose power hub that accommodates more than a dozen attachments for making everything from pasta and ice cream to sausage.

Over five decades ago KitchenAid pioneered color in the kitchen with the introduction of stand mixers in Petal Pink, Sunny Yellow, Island Green and Satin Chrome. Today, there are more than 30 colors and finishes in the stand mixer collection. Color is also found throughout the KitchenAid collection in both electric and nonelectric products such as gadgets and utensils, cutlery, bakeware and cookware.

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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 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](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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