

KitchenAid®

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FOR IMMEDIATE RELEASE:

NEW KITCHENAID® PRO LINE® 16-CUP FOOD PROCESSOR WITH HANDS-FREE COMMERCIAL STYLE DICING NOW AVAILABLE FOR THE HOME

CHICAGO (March 2, 2013) – KitchenAid is once again shaking up the food processor category with a new product introduction at the International Home + Housewares Show, this time debuting the industry's first residential food processor with an unassisted cubing function. Using a hands-free, commercial-style dicing attachment, the new 16-cup Pro Line® Series food processor first slices, then cubes foods to create a precise 8mm brunoise dice without the need to manually push foods through its feed tube.

This innovation joins the ExactSlice™ system, another exclusive feature KitchenAid introduced in the food processor category at the 2011 Housewares Show. ExactSlice™ is the first slicing system to use an exterior lever for adjusting slicing thickness without changing blades and has been incorporated into the new 16-cup model.

“The food processor has always been a versatile kitchen appliance, but with the addition of these innovations, there are so many more things it can do and make,” said Beth Robinson, senior manager of brand experience for KitchenAid. “Until now, dicing ingredients required lots of time, effort and skill with a knife, but this new model makes it fast and easy to create a perfect dice for salsas, soups and many other dishes.”

The new model incorporates a sturdy die-case base, 3-in-1 Ultra Wide Mouth™ feed tube, an Ultra Tight silicone seal between bowl and lid, and soft grip handles. Additional features include a 4-cup mini bowl with S blade, 10-cup prep bowl, dual shredding disc, a large S blade, dough blade, spatula and storage case.

The Pro Line® Series 16-Cup Food Processor will be available in Medallion Silver starting in April 2013 at a suggested retail price of \$649.99

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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 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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