

# KitchenAid®

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## **KITCHENAID ADDS POWERFUL ELECTRIC KETTLE TO PRO LINE® SERIES**

**CHICAGO** (March 3, 2013) – KitchenAid announced that its adding an electric kettle to its Pro Line® Series, a collection of premium countertop appliances combining best-in-class performance with a bold and distinctive design. The new kettle joins the full portfolio of Pro Line® Series appliances that includes a 16-cup food processor, cordless hand blender, 7-qt. stand mixer and 2- and 4-slice toasters.

“Like all the appliances in our Pro Line® Series, our new kettle was built to deliver exceptional performance, striking design and intuitive functionality,” says Beth Robinson, senior manager of brand experience for KitchenAid. “Whether it’s being used to heat water for green tea or French press coffee, the kettle offers fast, precise heating and eliminates any guesswork for desired water temperatures.”

The 1440 Watt electric kettle features a water level gauge with a display window for precise measurement, holding up to 51 ounces of water. An external temperature dial on the kettle base glides left or right to set the desired water temperature. Temperatures can be set anywhere from 50 - 100°C, with near boiling temperatures used for brewing specific types of tea marked in finer increments. A glowing white light indicates exact temperature selection.

The start button illuminates when heating has begun, with progressing white lights that blink to indicate the rising temperature and time remaining during the heating process. A soft chime sounds when water is heated to the desired temperature. A circular temperature gauge rises as water is heated, and provides continuous temperature measurement, even when the kettle is removed from the base.

“The kettle body is built with a dual wall design that keeps the water inside hotter for a longer period of time, yet remains cool to the touch on the outside,” notes Robinson.

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Additional features of the kettle include a 360° rotating base for easy lifting of the kettle body from any direction. The lid release button provides easy water filling, and a soft touch handle offers comfort and control when handling the kettle. The kettle's cord wrap feature keeps the cord neat and organized for storage.

The kettle is designed with an all-steel, dome shaped body and is available in Candy Apple Red, Frosted Pearl White, Onyx Black, Silver Medallion and Sugar Pearl at a suggested retail price of \$199.99.

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](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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