

KitchenAid®

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KitchenAid Facebook Recipe Tab Gives Cooks More Ways to Explore

BENTON HARBOR, Mich. (April 3, 2013) – Recognizing that home cooks have plenty of choices when it comes to online recipe sources, KitchenAid has adopted a highly tailored approach for serving up recipe content. Created as a resource for its social community – specifically for those who own or are considering KitchenAid products – the brand’s new Facebook recipe tab allows for easily searching recipes by appliance, available ingredients, courses and occasions. In addition to recipe filtering, the tab enables recipe sharing among community members and the creation of a “My Recipes” file.

“While KitchenAid would love to offer inspiration to every home cook, our initial focus is providing personalized content to our growing community,” says Beth Robinson, senior manager of brand experience for KitchenAid. “And though we’ll be adding new content continuously, we expect that members will play a huge role in making the tab even more useful and comprehensive.”

The recipe tab currently houses over 300 recipes from well-known chefs and popular food bloggers, with a new featured recipe to be posted every other week.

Robinson cites two examples of how the tab can be used for highly tailored searches.

“Dessert lovers looking for healthful treats can select the Desserts filter in the Courses & Ingredients category and the Healthy Eating filter in the Occasions category,” she notes. “Sports fans using their slow cookers for game-day snacks can find recipes by selecting the Sports Party filter in the Occasions category and the Slow Cooker filter in the Products category.

Facebook community members can also submit and share their own recipes using the Community Recipes application, bringing an interactive element to the new tab. Members simply submit a recipe form and upload a photo of the dish. For guidance through the process, the tab incorporates a convenient measurement conversion chart and food photography tip sheet.

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“In addition to searching hundreds of sourced recipes, home cooks can also test and provide feedback to each other’s dishes, further fueling the already strong culinary conversation happening within our community,” notes Robinson.

Additional features of the recipe tab include the My Recipes section, where members can build their own personal collection of favorite dishes pulled from the recipe tab. Members can also rely on the My Uploaded Recipes section that keeps track of each recipe they have shared with the community. In addition to collecting recipes online, members can download, print and share recipes with the larger social media community through their own social media channels, including Facebook, Twitter and Pinterest.

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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