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FOR IMMEDIATE RELEASE:

New Generation of KitchenAid® Gas and Electric Ranges Includes an Induction Option

BENTON HARBOR, Mich (October 22, 2012) – KitchenAid, the brand recognized for offering professional performance for the home kitchen, has introduced a new generation of freestanding electric and gas ranges that includes its first-ever induction model. Ranges in the new collection offer the brand's advanced Even-Heat™ Technology for uniform heating and control, the largest oven capacities available and an innovative low-heat oven cleaning system.

“KitchenAid is known for offering technologies like convection and steam-assist that help home cooks achieve restaurant-quality results in their own kitchens,” notes Beth Robinson, senior manager of brand experience for KitchenAid. “Regardless of which configuration they prefer – whether electric, gas or induction – they can be confident that any model found in our new collection will deliver powerful, precise performance both in the oven and on the cooktop.”

KitchenAid® Induction Range Cooktops

Electric ranges in the new collection are available with either induction or radiant electric cooktop elements. Powerful induction elements use electro-magnetic fields to instantly transfer heat to the cookware. This technology results in extraordinary heat responsiveness and precision, and faster heating times with less energy use compared to a conventional gas or electric cooktop.

Features on the induction range include a Performance Boost on every element that allows cooks to increase the heat level of an element to the maximum heat setting for up to ten minutes. A Melt + Hold and Simmer setting on all elements offers gentle heating for simmering sauces and soups, or melting and holding ingredients like butter or chocolate without scorching. A pan detection sensor reacts to metals placed on elements, and will not operate if a metal object smaller than the size of a pan is placed on it. Touch-activated glass element controls on the backguard offer easy control for a range of heat settings from a low simmer to a powerful sear. By transferring heat energy directly to the cookware, induction cooking helps keep the cooktop cooler, and prevents spills or drips from sticking to the cooking surface for easier clean-up. Available in stainless steel, the suggested retail price for the 30-Inch Architect® Series II induction range is \$2049.

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KitchenAid® Radiant Electric Range Cooktops

Radiant electric range models feature Even-Heat™ Elements engineered to evenly spread heat across the entire element, providing ideal temperatures for melting and simmering foods, and reducing the need to constantly

monitor dishes while they cook. An Ultra Power™ Element offered on the touch -activated model delivers up to 4,500 watts of power to produce fast, high heat that is ideal for boiling water, searing meats or cooking large pots of soups or stews. Select electric cooktop models feature 10-inch, 3,200-Watt Even-Heat™ Ultra Elements with a dedicated simmer setting to quickly go from a boil to a slow simmer.

“The Even-Heat™ Elements in the new electric cooktops were not only designed to provide uniform heating, but also precision control similar to that of a gas burner,” notes Robinson.

Additional features of the electric cooktops include Triple-Ring and Dual-Ring elements that allow cooks to match power and heating diameter to the cookware size, and a LED touch-activated display that clearly indicates settings for each element. The Architect® Series II freestanding electric ranges are available in four 30-Inch models with knob or touch-activated controls, in stainless steel, white and black finishes, at a suggested retail price range from \$1049-\$1499.

KitchenAid® Gas Range Cooktops

The new 30-inch Architect® Series II freestanding gas ranges were designed with five versatile burners, allowing for multiple dishes to be prepared at once and the ability to match pots and pans to the appropriate-sized burner. All gas ranges feature a 5K BTU simmer burner, 8K BTU burner, 9.5KBTU burner, 15K BTU burner and either a powerful 17K BTU or 18K BTU burner depending on the model. A divided and recessed cooktop confines spills and makes them easy to clean. The cooktop sits underneath a continuous cast-iron grate, for easy movement of cookware across the surface. A non-stick griddle sits nested into the cast iron grates, spanning two burners on the cooktop, with uniform heating over the entire surface.

Gas models feature die-cast stainless steel knobs and either a porcelain-on-steel or stainless steel cooktop. Available in stainless steel, white and black finishes, suggested retail prices range from \$1149-\$1649.

KitchenAid® Range Ovens

All ovens in the new range collection offer the largest capacity available* at 6.2 Cu. Ft. on electric models and 5.8 Cu. Ft. on gas models.

*Versus leading brand single cavity 30" freestanding electric and gas ranges.

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An Even-Heat™ True Convection System combines a unique bow-tie shaped baffle with a convection fan and element to uniformly guide heated air in the oven, resulting in the most even baking across all racks**. An Even-Heat™ Preheat feature initiates the process by heating the oven above the set temperature to saturate walls and racks with heat, eliminating all cold spots before preheating is finished.

The ovens are also designed with AquaLift® Technology, an advanced oven cleaning system that uses low-heat and leaves no odors behind. The technology utilizes a special coating that draws water between the oven floor and baked-on spills, like grease, to break up and lift residue. Following the 40-minute cleaning and cool down cycle, a simple clean-up using a sponge or dry cloth finishes the process.

“Traditional oven self-cleaning cycles take hours to complete, and can leave kitchens uncomfortably hot and full of unpleasant odors,” adds Robinson. “AquaLift® Technology helps simplify and shorten oven cleaning, so cooks can spend more time cooking and enjoying their kitchens.”

Additional features on select models include a storage drawer for cookware or multifunctional slow cook and/or warming drawer. The slow cook function cooks foods at a lower temperature over a long period of time, similar to a countertop slow cooker, while the warming drawer function can be used as a place to keep cooked food hot or warm serving dishes. Additional oven features include an EasyConvect™ Conversion System that automatically adjusts traditional cooking times to convection times, and a SatinGlide™ Roll-Out Extension Rack with built-in handle that offers a place for heavy dishes and extends farther than traditional slide-out racks.

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 eleventh year and has raised over \$8 million to help find a cure for breast cancer. To learn why chefs choose KitchenAid for their homes more than any other brand***, visit www.KitchenAid.com or join us at www.facebook.com/KitchenAid and www.twitter.com/KitchenAidUSA.

** KitchenAid models K*RS306B and higher versus highest MSRP models of leading brand 30" electric and gas single cavity freestanding ranges, based on browning performance.

*** 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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