

# KitchenAid®

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FOR IMMEDIATE RELEASE:

## **KITCHENAID RETURNS AS EXCLUSIVE APPLIANCE SPONSOR OF 2013 AUSTIN FOOD & WINE FESTIVAL**

Benton Harbor, Mich. (April 23, 2013) - KitchenAid will return to Texas this month as the exclusive appliance sponsor at the April 26 - 28 Austin FOOD & WINE Festival, a major culinary event that brings together some of the nation's top culinary, wine and spirit experts, along with thousands of passionate cooks and food lovers. Chefs scheduled to demonstrate their talents on fully-equipped KitchenAid demonstration stages include Paul Qui, Marcus Samuelsson, Jonathan Waxman and Andrew Zimmern, to name a few.

"We're looking forward to returning to this event and sharing our latest offerings, from French door refrigerators to food processors, with an audience that is as passionate about food and cooking as we are," notes Beth Robinson, senior manager of brand experience for KitchenAid.

Beyond cooking demonstrations, the Austin FOOD & WINE Festival offers three days of up-close access to participating experts and tastings of the best of food and beverage, both nationally and locally. Scheduled events include wine and cocktail seminars, a Grand Tasting showcasing over 80 wine, spirit and artisanal food exhibitors, as well as celebrated local and regional restaurants. A KitchenAid display in the Grand Tasting Pavilion will feature a full range of the brand's major and small appliances. Copies of inspiring cookbooks will be offered for purchase and signing at the event's autograph tent. For more information or to purchase tickets visit [AustinFoodandWineFestival.com](http://AustinFoodandWineFestival.com).

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®, 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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