

# KitchenAid®

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## **KITCHENAID EXPANDS SPONSORSHIP OF FOOD & WINE CLASSIC IN ASPEN**

**ASPEN, Colo.** (June 11, 2013) – Building on its longstanding sponsorship of the *Food & Wine* Classic in Aspen, KitchenAid is partnering with *Food & Wine* to share culinary content from the event far beyond the 5,000 or so fortunate foodies and cooks expected to attend. Scheduled for June 14-16, the Classic will feature more than 120 events, including demonstrations by such notable chefs as Mario Batali, Jacques Pépin, Marcus Samuelsson and many others.

Chef demonstrations will take place in four KitchenAid demonstration kitchens stationed throughout the event space. In addition, KitchenAid will display its latest and greatest products in the event's Grand Tasting Pavilion.

“For decades we’ve been proud to provide appliances and culinary demonstration stages for a ‘Who’s Who’ of participating chefs,” notes Beth Robinson, senior manager of brand experience for KitchenAid. “This year, we looked for ways to share some of the great culinary inspiration and instruction from the event with those who can’t be there.”

*Food & Wine* and KitchenAid will produce a series of 10 video segments derived from 10 of the event's chef demonstrations. The segments will be posted on [FoodandWine.com](http://FoodandWine.com) and shared by KitchenAid via such social media channels as Facebook and YouTube.

“The Food & Wine Classic in Aspen offers such amazing insider access to chefs and this fantastic collaboration allows us to share that experience with our fans on social media,” says *Food & Wine* executive digital editor Rebecca Bauer.

Videos will include tips from chefs on a variety of topics, ranging from food and wine pairings to best uses for special ingredients, and will serve as quick, informative guides for cooks to watch and learn from the pros. The Classic Cooking demonstrations and Chef Tips will also air on Amex TV, American Express' new interactive television brand channel. The channel is available in more than 50 million households through Internet-connected televisions and through cable satellite services, including AT&T Uverse, Cablevision, DirecTV, Dish and Verizon Fios.

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Similar to years past, attendees will also have the opportunity to bid on stand mixers signed by celebrity chefs at live Cook for the Cure<sup>®</sup> auctions held during cooking demonstrations. Cook for the Cure, a partnership between KitchenAid and Susan G. Komen<sup>®</sup>, has raised more than \$9 million to support the fight against breast cancer.

### **About KitchenAid:**

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<sup>®</sup>, the brand's partnership with Susan G. Komen<sup>®</sup>, 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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