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NEW HAMMERED AND FROSTED GLASS BOWLS AVAILABLE FOR KITCHENAID STAND MIXER

BENTON HARBOR, Mich (May 1, 2011) - KitchenAid, whose iconic stand mixer is world renowned among professional chefs and home cooks alike, is introducing two new glass bowl options for its popular tilt-head stand mixers. These latest accessories – a hammered glass bowl and a frosted glass bowl, each with a five- quart capacity – will join the clear glass bowl currently available for the tilt-head stand mixer.

“Because a second bowl eliminates the need to stop and wash the bowl when making multiple dishes or mixing separate components of a single recipe, it’s a stand mixer accessory that’s at the top of the list for many cooks,” notes Beth Robinson. “Both practical and beautiful, these unique glass bowls are sure to be a welcome addition, and great gift idea, for those who already own a tilt-head model.”

Features on the new hammered and frosted glass bowls, which will fit on virtually all KitchenAid tilt-head mixers, include a comfort handle, a pour spout and an included lid for easy ingredient storage. The frosted glass bowl features etched glass with measurement markings for effortless measurement precision.

Available in June 2012, the new bowls will carry suggested retail prices of \$79.99.

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 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 <http://facebook.com/KitchenAid> and <http://twitter.com/KitchenAidUSA>.

* Based on a 2010 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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