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FOR IMMEDIATE RELEASE

PERSONAL COFFEE MAKERS JOIN UPDATED KITCHENAID® COLLECTION

CHICAGO (March 10, 2012) – KitchenAid, maker of the iconic stand mixer and other stylish, hardworking countertop essentials, is introducing a personal coffee maker to its newly-updated premium coffee collection. Engineered to brew great tasting coffee in a compact unit, the latest model joins a new generation of premium full-size coffee makers designed to satisfy even the most discriminating coffee drinkers.

“Our new personal coffee makers deliver big flavor in a compact design,” said Beth Robinson senior brand manager of KitchenAid. “And those who want more than a small cup to start their day will appreciate their generous 20-oz. capacity.”

For improved coffee extraction and taste, the new compact models include a heating element positioned vertically near the brew head to provide hotter, more consistent water temperature. A removable, top load water tank allows for easy filling from any angle, while a uniquely designed carafe lid quickly transforms the carafe into a travel mug.

Updated full-size KitchenAid coffee makers incorporate a push button that automatically opens the brew basket door for easier access. Redesigned, removable water tanks simplify the cleaning process and eliminate two steps in the typical brewing process that can be challenging first thing in the morning: precisely filling the carafe with a specific amount of water and carefully pouring the water into the top of the coffee maker.

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The latest full-size models also feature a flat brew basket to help maximize flavor extraction from coffee grinds, along with advanced shower heads designed for optimal steeping. Variable strength brewing and a one-to-four cup brewing option ensure great taste, even when making small pots, while improved glass and thermal carafes allow for more precise pouring.

To further help take the guesswork out of making the ideal brew, they incorporate an enhanced digital display, cleaning alerts, variable warming control and “time since last brewed” feature.

Full-size models are available with a 10-cup thermal carafe, a 12-cup glass carafe, a 12-cup thermal carafe or a 14-cup glass carafe. Offered in Contour Silver, Onyx Black, Empire Red and a newly-introduced KitchenAid color, Espresso, the new coffee makers carry suggested retail prices starting at \$99. New personal 20-oz. coffee makers will be offered in Contour Silver, Empire Red, Onyx Black and Espresso at a suggested retail price of \$79.

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[®], 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>.