



FOR THE WAY IT'S MADE.®

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FOR IMMEDIATE RELEASE

**KITCHENAID CELEBRATES ICONIC STAND MIXER  
WITH RELEASE OF NEW COOKBOOK**

**Free E-Book Version Available to Media Attending International Home + Housewares Show**

**CHICAGO (March 10, 2012)** - Since its introduction in 1919, generations of home and professional cooks have relied on the KitchenAid® Stand Mixer to whip egg whites, mix cookie ingredients and knead bread dough. But as its loyal fans know, there are countless other ways to utilize this iconic kitchen essential.

To help cooks truly master their mixers, KitchenAid is introducing “The Complete KitchenAid® Stand Mixer Cookbook,” a collection of delicious recipes for everything from healthy breakfasts and vegetable dishes to homemade pasta and decadent desserts. Its 100 recipes and dozens of color photographs were created to help cooks get the most not only from their mixer’s included attachments – the flat beater, wire whip and dough hook – but such optional attachments as a food grinder, fruit and vegetable strainer, ice cream maker, grain mill, pasta maker and many others.

“With this all-purpose cookbook in the kitchen, entire meals can be made easily and enjoyably by tapping the power and versatility of the Stand Mixer,” says Beth Robinson, senior brand experience manager for KitchenAid. “By enabling cooks to do everything from grind their own grains to stuff their own sausage, it provides complete control of ingredients and a tremendous amount of satisfaction.”

Available as an e-book in March and in hard cover in the fall, the book will be previewed and offered as a free download to media attending the upcoming International Home + Housewares Show, taking place March 10-13 in Chicago. KitchenAid will also demonstrate the book's cover recipe for French Macaroons, developed by Kristen Ryan of the French Pastry School in Chicago.

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**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 for the Cure<sup>®</sup> 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](http://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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