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FOR IMMEDIATE RELEASE

**KITCHENAID ADDS DIE CAST METAL MODELS
TO GAME-CHANGING FOOD PROCESSOR COLLECTION**

CHICAGO (March 10, 2012) – Following up on last year’s introduction of the first food processors featuring a convenient, external lever for switching from thick to thin slicing, KitchenAid is expanding the collection to include models with an even more rugged die cast metal design. Available in Candy Apple Red and Espresso, the new 13-cup food processors will be available in July, 2012 at a suggested retail price of \$349.99.

“The new die cast metal model is the next level of a revolutionary product that consumers have embraced in a big way,” notes Beth Robinson senior brand experience manager for KitchenAid. “Even our TV spot for the food processors seems to have really resonated with consumers, earning Ad of the Year by Ace Metrix, leader in insight and creative effectiveness of television and digital media.”

Like its predecessor, the new model incorporates the brand’s unique external blade control, which allows cooks to raise and lower blades to adjust from thick to thin slices with the simple shift of a lever, eliminating the need to change blades between many tasks. For even greater control of ingredients an innovative KitchenAid® ExactSlice™ System uses variable speeds to precisely slice a variety of ingredients while an included julienne blade and egg whip make this kitchen essential even more versatile.

“Adjustable speeds take into account that different ingredients require different handling,” notes Robinson. “By selecting the slow speed option, delicate items like tomatoes or mushrooms can be beautifully sliced without crumbling or shredding, while a high speed option makes short work of sturdier ingredients like parsnips and sweet potatoes.”

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Additional features on these premium food processors include a 3-in-1 Ultra Wide Mouth™ Feed Tube that accommodates foods of various sizes – from zucchini and cucumbers to tomatoes and carrots – with minimal sectioning. A double “bowl-within-a-bowl” design incorporates a BPA-free 13-cup work bowl and a 4-cup mini-bowl, allowing for multiple tasks to be performed without the need to clean bowls between jobs. A leak-resistant seal helps prevent messes from overflow, and dishwasher safe parts and smooth touch controls make clean-up easier. All 13-cup models include an adjustable slicing disc, a reversible shredding disc, a dough blade and a multipurpose blade for the small and large bowls with a convenient compact case for easy storage.

“Beyond slicing and chopping, the included julienne blade helps make short work of preparing recipes like healthy Asian-inspired stir-fry while the egg whip accessory can be used to make a simple, elegant quiche,” says Robinson. “For the adventurous cook, the possibilities are virtually endless.”

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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