

# **KitchenAid®**

FOR THE WAY IT'S MADE.®

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## **FOR IMMEDIATE RELEASE:**

### **Holiday Gift Ideas from KitchenAid**

BENTON HARBOR, Mich (October 2, 2012) - What to get for those on your gift list can be easily solved by looking to the room widely acknowledged as the hub of the home for ideas and inspiration. KitchenAid has several new offerings this holiday season that are sure to be a welcome addition to any kitchen.

“Regardless of whether those on your list are passionate cooks or simply enjoy making the perfect cup of coffee, the kitchen is a space enjoyed by all, so it’s a great source of inspiration for gift ideas,” notes Beth Robinson, senior brand experience manager for KitchenAid. “Those on the receiving end of a KitchenAid product will be getting a gift that keeps on giving.”

#### **KitchenAid® Pro Line® Toaster**

While toasting may be one of the most basic kitchen tasks, the new Pro Line® toaster is far from ordinary in its design and function.

“This is a top-of-the-line toaster that will be appreciated for its ability to perfectly toast as well as a bold design that makes a statement on the countertop,” says Robinson.

Designed to ensure consistent results, the Pro Line® toaster features seven shade settings ranging from light to dark, and self-centering racks that adjust based on the thickness of breads. An Auto Sensor automatically lowers when bread is placed in the toaster slot, and an LED timer light indicates toasting progress. A soft chime signals when the toast cycle is complete and bread is automatically lifted to the top of the toaster. For times when the toast may be ready before you are, a convenient Keep Warm cycle automatically lowers the toast if not removed in 45 seconds to keep it warm for up to three minutes. When you want your toast just slightly darker, the thoughtful A Little Longer function automatically toasts bread one shade darker preventing it from getting too dark or burnt in a longer cycle.

Additional features on the toaster include a Bagel function and a Frozen function to gently defrost frozen breads before toasting. Extra-wide and long slots accommodate a variety of breads up to 1-1/8” thick. All models have an aluminum die cast body with premium chrome accents and are available in Candy Apple Red,

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## **Holiday Gift Ideas from KitchenAid /Page 2**

Medallion Silver and Onyx Black in 2- and 4-slice options at suggested retail prices of \$399.99 and \$499.99 respectively.

### **KitchenAid® Personal Coffee Maker**

Engineered to brew great tasting coffee in a compact unit, the personal coffee maker is a great gift idea for any coffee lover who likes to have a cup in hand on the way out the door or has limited counter space.

“While compact, these coffee makers were engineered without compromise to deliver great taste,” says Robinson. “Since they don’t use pods, coffee drinkers have the freedom of using their favorite coffee grinds to get the results and taste they prefer.”

To improve coffee extraction and taste, these models have been designed with 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 of fresh water from any angle, while a uniquely designed carafe lid quickly transforms the carafe into a travel mug. New personal 18-oz. coffee makers will be offered in Contour Silver, Empire Red, Onyx Black and Espresso at a suggested retail price of \$99.99.

### **KitchenAid® Hand Blender**

An indispensable kitchen tool that offers great versatility, an upright hand blender, also referred to as an immersion blender, is a smart gift idea for a favorite cook. The KitchenAid® hand blender can reach into deep pots, bowls and containers and take on tasks from chopping frozen foods and blending soups and smoothies to whisking homemade vinaigrette and whipped cream.

KitchenAid offers 2-, 3- and 5-speed models carrying suggested retail prices of \$59.99, \$79.99 and \$129.99, respectively. All models are available in Onyx Black and Contour Silver with 2-speed models available in additional colors including Crystal Blue, Green Apple, Tangerine, Empire Red, Onyx Black and White.

Features found on all models include a sturdy yet lightweight design, a “soft touch” handle, a BPA-free blender jar and lid, and an 8-inch metal shaft. Variable speeds accommodate a number of cooking, food preparation and other tasks, from crushing ice to chopping nuts. All parts except the corded handle are dishwasher safe for easy cleaning.

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## **Holiday Gift Ideas from KitchenAid /Page 3**

The 5-speed model features three removable and interchangeable bell blades with covers, a removable pan guard, and a storage container. The interchangeable bells can perform a range of tasks from crushing, blending and chopping to whipping and frothing. The frother beater blade, which can be used for frothing milk for cappuccino or children's milk drinks, adds another level of flexibility to this versatile kitchen tool.

### **KitchenAid® Glass Stand Mixer Bowls**

An extra bowl for the KitchenAid® Stand Mixer eliminates the need to stop and wash the bowl when making multiple dishes or mixing separate components of a single recipe. KitchenAid now offers three stylish glass bowl options – hammered, frosted and clear - each with a five- quart capacity.

“Both practical and beautiful, these unique glass bowls are sure to bring a smile to the face of those who already own a tilt-head stand mixer model,” said Robinson.

Designed to fit on virtually all KitchenAid® tilt-head mixers, the glass bowls include a comfort handle, a pour spout and an included lid for easy ingredient storage. Both the frosted and clear glass bowls have measurement markings for easy, precise measurement. The suggested retail price on all glass bowl styles is \$79.99.

### **Jacques Pépin Designed Platter for “Pass the Plate”**

For a gift that literally keeps on giving, consider presenting a friend or family member with a homemade culinary creation on a serving plate that can be “re-gifted” to further support Cook for the Cure®, a partnership between KitchenAid and Susan G. Komen for the Cure® that has raised more than \$8 million for the fight against breast cancer. The plate, featuring artwork by PBS cooking show host Jacques Pépin, carries a suggested retail price of \$24.95 and is available at [ShopKitchenAid.com](http://ShopKitchenAid.com) and Villeroy & Boch stores.

Every time these specially designed, individually numbered Villeroy & Boch serving plates are passed on and registered at [CookfortheCure.com/passtheplate](http://CookfortheCure.com/passtheplate) a \$5 dollar donation is generated. Using the unique registration code, participants can track the status and travels of their platter by visiting [CookfortheCure.com](http://CookfortheCure.com) and clicking on the “Get Passing” tab on the lower left.

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## Holiday Gift Ideas from KitchenAid /Page 4

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>.

About Susan G. Komen for the Cure: Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure<sup>®</sup>, which is now the world's largest breast cancer organization and the largest source of nonprofit funds dedicated to the fight against breast cancer with more than \$1.9 billion invested to date. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit [www.komen.org](http://www.komen.org) or call 1-877 GO KOMEN.

Trademark information: Cook for the Cure<sup>®</sup> is a registered trademark of Susan G. Komen for the Cure.

\* 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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