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FOR IMMEDIATE RELEASE

**NEW HUES FOR KITCHENAID® SMALL APPLIANCE COLLECTION**

**CHICAGO (March 10, 2012)** - KitchenAid, the pioneer in bringing color to small appliances, is adding two new color options, Crystal Blue and Frosted Pearl, to its extensive palette of over 30 Stand Mixer colors and finishes. The brand also is introducing vibrant, new color choices across its high performance appliance collection, including blenders, food choppers, hand blenders and hand mixers in Crystal Blue, Green Apple, Majestic Yellow and Tangerine.

“Much has changed since KitchenAid introduced Island Green, Petal Pink, Satin Chrome and Sunny Yellow countertop appliances in 1955 at the International Housewares Show in Atlantic City,” says Beth Robinson, senior manager of brand experience for KitchenAid. “Today’s consumers have many more options for creating colorful accents and focal points throughout the kitchen.”

The cheerful new suite of colors, collectively called the Catalina Collection, was chosen both for its ability to enliven kitchen countertops and coordinate with a variety of kitchen styles, notes Robinson.

The new Crystal Blue and Frosted Pearl Artisan® Series Stand Mixers will be available beginning in April 2012, at a suggested retail prices of \$349.99 and \$399.99 respectively. The Frosted Pearl model includes a 5-quart, clear glass bowl – also available as a separate accessory for all 5-quart tilt-head Stand Mixers – with a handle, pouring spout and measurement markings. The Crystal Blue model features a 5-quart stainless steel bowl.

Like all KitchenAid® Stand Mixers, Artisan® Series models incorporate a power hub that accommodates more than a dozen attachments for making everything from pasta and ice cream to sausage.

“Time and again, KitchenAid stand mixers rank at the top of the list in bridal registries,” says Robinson.

“With its glossy, stardust-like finish, Frosted Pearl is white re-invented, making it an ideal twist on the classic color so often chosen as a wedding gift.”

In addition to the new Artisan® Series colors, cooks and gift-givers will be able to choose from Crystal Blue and Majestic Yellow in other kitchen essentials starting in April 2012. These include a 5-Speed Blender at a manufacturer’s suggested retail price of \$129.99; a 3.5 Cup Food Chopper priced at \$49.99; a 2-Speed Hand Blender priced at \$39.99; and a 5-Speed Ultra Power® Hand Mixer priced at \$59.99.

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](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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